

SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

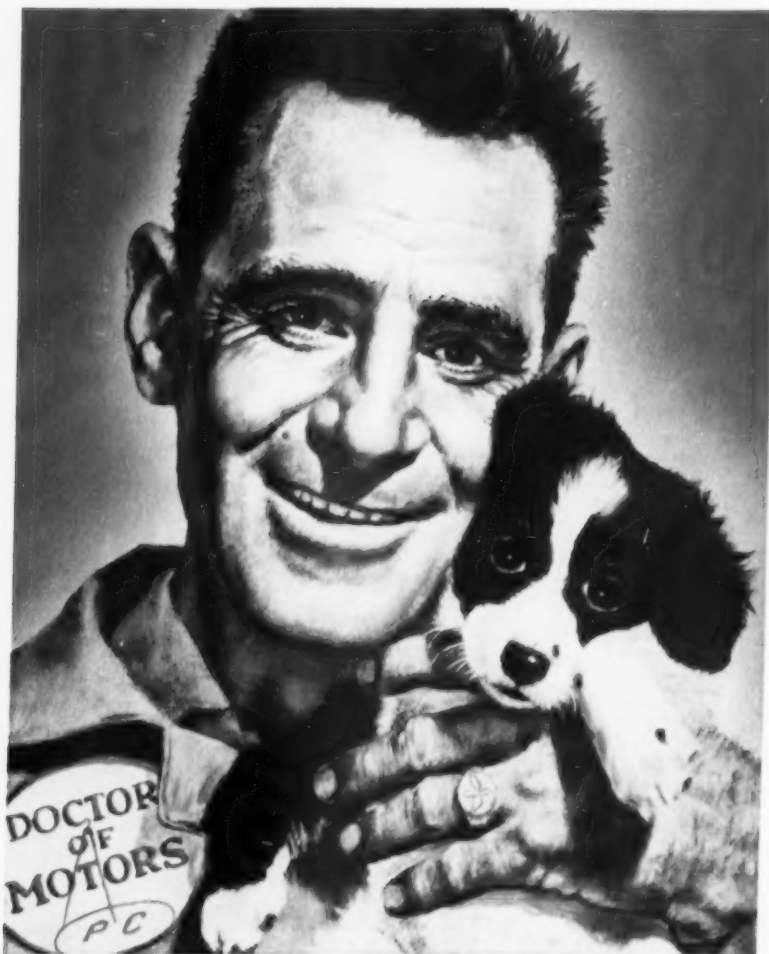
APRIL, 1956

Our Best Salesman: Lube Rack
page 49

The South Had Its Henry Fords
page 56

Problem of Matching Colors
page 66

Contents, page 3



This dramatic salute to the Doctors of Motors who keep America on wheels is an adaptation of a Perfect Circle ad that appeared in the March 24 issue of The Saturday Evening Post reaching over 16,000,000 readers.

Better mechanics everywhere install

PERFECT CIRCLE

2-in-1 Chrome Piston Rings

THE STANDARD OF COMPARISON

Perfect Circle Corporation, Hagerstown, Ind. The Perfect Circle Co., Ltd., Toronto

A POOCH FOR JOE..

from
CLARENCE BUDINGTON KELLAND

Dear Joe:

You kept your promise and I'm keeping mine. So here is the pup from the last litter. May you enjoy him as much as I enjoy driving my car since you overhauled it!

You know, what is under the hood of my car is a mystery to me, so I'm always amazed at the speed and efficiency with which you experts find what is wrong and set it right.

I hope that the motoring public appreciates as much as I do the splendid service performed by trained repairmen like yourself. We applaud our doctors and lawyers and scientists for their achievements. We understand the long training they must undergo before they master their professions.

But I wonder how many of us realize the apprenticeship you "Doctors of Motors" must serve. I think very few of us appreciate the knowledge and skill you must come to possess before you can cure a sick engine and keep it running as good as new. What would we do without you fellows?

I'm delighted to express my thanks to you for the efficient service you have given me in keeping my car in condition, prolonging its life—and perhaps prolonging my own by seeing to it that my automobile is always safe to drive.

Sincerely

Clarence Budington Kelland

In the world's
most distinctive car



Continental
Mark II

Continental Division - Ford Motor Company



the world's most
advanced oil filter



FRAM Corporation, Providence 16, R. I.
FRAM Canada Ltd., Stratford, Ontario

**This distinguished advertisement*
is still another reason
why more and more motorists
ask for FRAM Filters!**

* As published in THE SATURDAY EVENING POST.

Selection of FRAM Filters by the Continental Division of Ford Motor Company for its fabulous Continental Mark II is just another milestone in the growing preference for FRAM.

Today more manufacturers, more dealers and more motorists prefer FRAM than any other oil filter made.

FRAM CORPORATION, Providence 16, R. I.
FRAM Canada Ltd., Stratford, Ontario.

SOUTHERN AUTOMOTIVE JOURNAL, is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Co. Executive and Editorial Offices, 806 Peachtree St., N.E., Atlanta 8, Ga. Entered as second-class matter at the Post Office, Dalton, Ga. Subscription Rates: United States and Possessions, \$1.50 per year; Canada and Foreign Countries, \$10.00 per year.

Volume 36

Number 4

NOW... GET PERMATEx BRAKE FLUID IN THIS NEW 2½-GAL. REUSABLE CAN

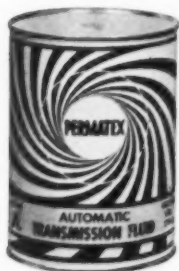


Paper label easy to remove—you can make a profit selling the can when it's empty.

Here's a "premium" you'll find a hundred ways to use. This new spout-type can will last for years. You can even resell it. And it's yours with Permatex Heavy-Duty and Moderate Duty Brake Fluid.

Permatex Heavy-Duty Brake Fluid Meets or Exceeds SAE Specifications. Order Permatex from Your Supplier and Get This 2½-Gal. Can Now!

Permatex Heavy-Duty Brake Fluid also available in 12-oz., 1-qt., 1-gal. cans, 2½-gal. reusable spout drum, 5-gal. reusable spout drum, and 53-gal. drum.



For All Automatic Transmissions and Power Steering Units— **NEW PERMATEx AUTOMATIC TRANSMISSION FLUID**

Mixes with all automatic transmission fluids—lubricates moving parts—prevents gum, sludge and corrosion. Correct viscosity assured. Temperature range from

–40° to 300°F. Get this profitable business with Permatex uniform high quality. Order from your jobber—sizes one-quart to 53-gallon drums.

PERMATEx COMPANY, INC. • Brooklyn 35, N.Y. • Kansas City 15, Kans.

More Than 50 Chemical Products for Better Automotive Maintenance





ADVERTISED MONTH
AFTER MONTH IN...

POST
Collier's
TRUE

POPULAR
MECHANICS

POPULAR
SCIENCE

MECHANIX
ILLUSTRATED

Tie in now!

HASTINGS MANUFACTURING COMPANY • HASTINGS, MICHIGAN

Casite, Wear Reducer, Piston Rings, Oil Filters, Spark Plugs

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 36

APRIL, 1956

No. 4

Contents

Our Best Salesman: Lube Rack.....	49
Why an Association Can Aid Garagemen.....	51
Tomorrow's Cars Will Be New!.....	52
Shocks Cushion Our Profits.....	54
Air Conditioning Is Big Here.....	55
The South Had Its Henry Fords.....	56
A Good Balancer Sells and Sells.....	58
Save Their Lives and Make Money.....	59
Packard's Push-Button System.....	64
Body Shop: This Problem of Matching Colors.....	66

DEPARTMENTS

News Spotlight.....	5	1956 Specifications.....	70, 72
Automotive Markets.....	7	Shop Talk.....	76
News Briefs.....	9	Nutbuster Letter.....	80
Southern Jobbers.....	60	New Products.....	119
Time Savers.....	134		

Vice-Pres., Editorial Director
T. W. McALLISTER
Business Manager
A. F. ROBERTS
Advertising Manager
ROBERT E. YARBROUGH, JR.
Production Manager
J. A. MOODY
Circulation Director
EDFERN HOLLINS

Editor
WILLIAM C. HERBERT
Assistant Editor
C. W. DOOLEY
Technical Editor
E. M. LOWERY
Southwestern Editor
BARON CREAGER
(1305 National City Bldg.,
Dallas 1, Texas)

Business Representatives

Chicago: E. A. MCGINTY, 333 N. Mich. Blvd. Tel. Central 66964.
Philadelphia: L. R. MCCARTY, P. O. Box 171, Bryn Mawr, Pa. Tel. LAwrence 53894.
Norwalk, Conn.: KARL H. MAYERS, 11 Ale Wives Rd., RFD 2. Tel. TEmples 8-2187.
New York: Tel. TRafalgar 8-6100.
Cleveland: W. G. SHEEHAN, 17021 Amber Drive, Cleveland 11, Ohio. Tel. Winton 1-1306.
Los Angeles: L. B. CHAPPELL, 810 S. Robertson Blvd., Los Angeles 35. Tel. CRestview 4-5151.
Gastonia, N. C.: W. C. RUTLAND, P. O. Box 102, Tel. UNIVERSITY 7-7995.
Cohasset, Mass.: J. D. PARSONS, 20 Atlantic Avenue. Tel. 4-0712.
Dallas, Texas: BARON CREAGER, 7713 Inwood Road, Tel. FLEetwood 7-2937.
Miami, Fla.: RAY RICKLES, 814 Chamber of Commerce Bldg. Tel. 9-1499.

Member of Audit Bureau of Circulations
Member of National Business Publications, Inc.
SUBSCRIPTION: \$1.50 a year or \$3.00 for three years.
Foreign \$10.00.

Published monthly by

W. R. C. SMITH PUBLISHING COMPANY
Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices
806 Peachtree St., N. E., Atlanta 8, Ga.

Publishers also of

ELECTRICAL SOUTH TEXTILE INDUSTRIES SOUTHERN HARDWARE
SOUTHERN BUILDING SUPPLIES SOUTHERN POWER & INDUSTRY

WILLIAM J. ROOKE, Chairman of Board; RICHARD P. SMITH,
President and Treasurer; T. W. McALLISTER, First Vice-Pres.;
E. W. O'BRIEN, Vice-Pres.; A. E. C. SMITH, Vice-Pres.;
JOHN C. COOK, Vice-Pres.; A. F. ROBERTS, Secretary.

Copyright 1956, W. R. C. Smith Publishing Co., Atlanta, Ga.

SOUTHERN AUTOMOTIVE JOURNAL for April, 1956



is
ugly
"accessory rust"
defacing
the
sides
of your
trucks?

Yankee's "Alumiline"
armored clearance-
marker lights and
reflectors can't rust...
and aluminum is lighter,
adds to payloads.



3" reflector



Armored
Clearance-
marker
light



ALUMINUM ACCESSORIES

Send for complete catalog of fleet safety accessories
YANKEE METAL PRODUCTS CORP., Norwalk, Conn.

Want more facts? Use Reader Service Card Page 118

RIVETED or BONDED



SAME *American* ^{REG. U.S. PAT. OFF.} *Brakeblok* QUALITY

SAME COAST-TO-COAST SERVICE

You demand top quality in *riveted* brake linings; why settle for less in *bonded* brake shoe exchange?

Riveted *or* bonded, American Brakeblok brake linings are first quality—longest lasting, made to install quickly and to give safe, sure stops. Riveted lining *or* bonded brake shoe exchange, both are easily identified by the American Brakeblok name on the lining and the package. And they're *nationally* available—as near as the phone number of your N. A. P. A. Jobber.

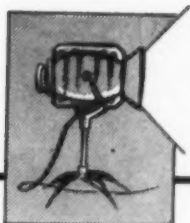
Make your *complete* line America's Safety Brake Lining. Stop 'em *all* with American Brakeblok!

Nationally advertised in



Brake Shoe

AMERICAN BRAKEBLOK DIVISION EXECUTIVE OFFICES, Detroit 9, Mich.
Plants in Winchester, Va. • Cleveland, Ohio • Hillburn, N. Y. • Lindsay, Ont. • Gif, France



Automotive **SPOTLIGHT**

April, 1956

Hydraulic brake fluids have got to meet proper standards in South Carolina henceforth, under a new law. Tennessee and some other southern states had previously enacted legislation safeguarding this vital chemical. A title law, backed by the South Carolina Automobile Dealers Association, won house passage but bogged down in the final days of the senate.

Safety inspections--something which politicians often steer clear of--are being promoted for legislation by the wholesaler associations of Oklahoma and Florida.

If you would avoid unionization of your employees, one of the first things you should do is fire--just plain fire--any disgruntled employees. That's what Maynard Smith, well-known labor attorney of Atlanta, told the national business conference of National Automotive Parts Association at New Orleans March 26. The "soreheads" are the trouble makers who go out of their way to invite the unions. At the conference energetic Bob Stacey, general manager, announced that the training of mechanics on automatic transmissions was being undertaken by NAPA and its 2,700 members beginning around May 1.

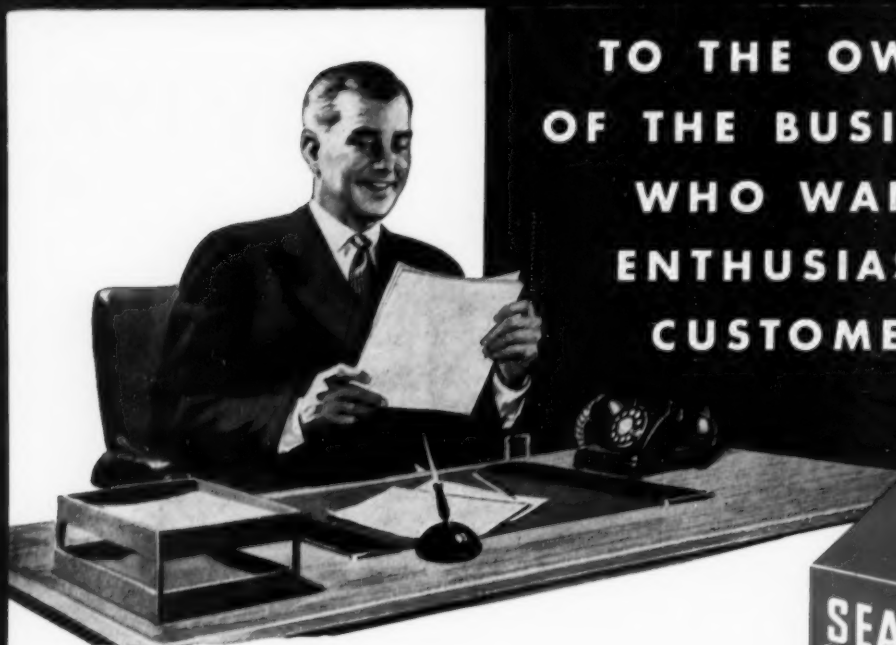
A nucleus of delegates representing the nation's garage operators met at Wichita, Kan., April 6-8 and heard a veteran service market official praise them in the success thusfar of the year-old Independent Garage Owners of America. O. C. Holaday, vice-president of Ramsey Corp., St. Louis, Mo., cited the natural competition between garagemen and car dealers and expressed the hope that, for the good of both, the IGOA would continue to gather strength (see page 51).

Henry Ford sized up the 1956 car-production outlook on March 27 in his first report to stockholders since the Ford empire was opened to public ownership: "In appraising the year 1956, present indications are that neither the company nor the automotive industry as a whole will maintain the record level of production and sales established in 1955. We believe, however, that 1956 will be a relatively good year for Ford Motor Co." Industry leaders were generally predicting the production this year of around 6,500,000 cars, which would rank second only to the 1955 total.

Albert Bradley replaced Alfred P. Sloan, Jr., April 2 as chairman of the board of directors of General Motors. Chairman since 1937, Sloan had long been held in high esteem by GM dealers. As a retirement "present," Chevrolet announced March 31 an automotive output that shattered all previous first-quarter operations: 583,469 cars and trucks, compared with the 573,279 turned out the first quarter of last year.

A National automobile show is coming back! Long talked about, but somewhat dampened by GM's "Motorama" each year at New York, the show will be staged in New York's new Coliseum in Columbus Circle Dec. 8-16. Completion of plans was announced by the Automobile Manufacturers Association.

The first gas-turbine powered car to cross the country rolled into Los Angeles March 30. It was a standard Plymouth with this special powerplant. It averaged 14mpg on the trip from New York in slightly more than four days. Using almost any kind of fuel, the engine has 80% fewer parts than a gasoline engine. For a discussion of the pre-trip plans by the gas-turbine experts, now turn to page 11.

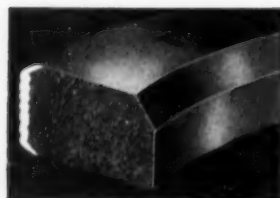


TO THE OWNER
OF THE BUSINESS—
WHO WANTS
ENTHUSIASTIC
CUSTOMERS

Sealed Power KromeX RING SETS

deliver *more* than you promise!

- Fast break-in
- Smooth performance
- Fast pick-up
- Immediate oil control
- Positive lubrication
- Double ring life



CHROME TOP RING



2ND RING

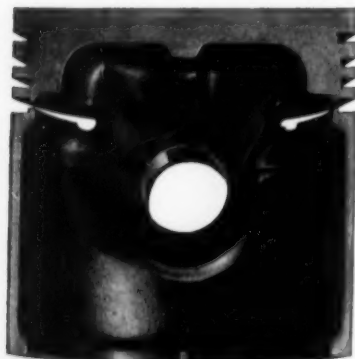


OIL RING



CHROME OIL RING

All major car manufacturers use Sealed Power Rings for original equipment



Sealed Power Pistons

Sealed Power's complete line of pistons covers every replacement need. Exclusive 3-rib design means extra strength where needed most. Ring grooves are true and accurate.

PX PISTONS FOR REBORE JOBS

Sealed Power PX Pistons offer the utmost in quality for heavy duty service. Factory-fitted with GI-60 insert for permanent top groove protection. Special oil absorbent finish prevents scuffing during break-in.



SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST FOR RE-RING!

BEST FOR RE-BORE!

Ask for Sealed Power Sleeves, Piston Pins, Valves and Water Pumps



Automotive MARKETS

Buy Cars? You Bet They Will!

AS MANY consumers plan to buy new automobiles this year as did a year ago, according to preliminary findings of the 1956 survey of consumer finances conducted by the Federal Reserve System and the University of Michigan.

About 8% of consumers interviewed in January and February had plans for new-car purchases during 1956, while about 7% planned to buy used cars. The frequency of new-car purchase plans was about the same as in early 1955 and 1954. Intentions to buy should not be taken as a forecast of what consumers will actually buy, however. The Federal Reserve Board pointed out that that is affected by factors such as the availability of credit, price changes, attractiveness of new models and shifts in general business conditions.

The median price that consumers expect to pay for new cars rose only slightly, from \$2,830 to \$2,850, but the median price they expected to pay for used cars declined slightly, from \$860 to \$820. According to the survey, those planning to buy automobiles expected to use installment credit more frequently than those planning to purchase a year ago.

The majority of consumers expect business conditions to remain good. The Federal Reserve reported that increases in income were widely distributed among consumers last year, with most major occupational groups sharing in a tendency for the whole income structure to shift upward. Farm operators were a major exception.

Miami Beach Survey Shows Cars Ahead

THE automobile is a decisive first choice as a means of getting to vacations at Miami Beach's luxury hotels.

This was brought out in a two-year survey conducted for the Miami Beach Hotel Association by the Bureau of Business and Economic Research of the University of Miami.

The survey showed that 48.2% of all guests at the 385 hotels on Miami Beach came by automobile. This was more than the combined total for airplane and train which brought 47%.

Since the overwhelming majority—62.9%—of Miami Beach hotel guests stay four to 13 days, according to the survey, it was expected in some quarters that the air route might emerge as top carrier.

The whopping car-travel figure does not include the thousands of Miami Beach hotel guests who rent cars on arrival at airport or railway stations in Miami.

American Motors Offers \$250,000 for a Name

A \$250,000 contest to find a new name for its exclusive single-unit type of car construction was launched by American Motors Corp. last month, according to Roy Abernethy, vice-president of automotive distribution and marketing.

First prize will be \$25,000 in cash. A total of 40 1956 automobiles, 100 Kelvinator appliances and 1,000 cash prizes also will be awarded. The cars will include five Nash Ambassadors, five Nash Statesman models, five Hudson Hornets, five Hudson Wasps and ten Ramblers, all of which will be fully-equipped with all-season air conditioning and other optional cost equipment. The other ten cars will be Metropolitan convertibles.

Suggested names entered in the contest must not exceed four words in length. They will be judged on how well the name describes American Motors' type of construction, its benefits to motor-

ists and suitability of the name for promotion purposes.

Entries postmarked before June 1 will be accepted. Winners will be announced on July 1.

'57's Are Going to Sport A Third More Aluminum

NEXT year's automobiles will use one-third again more aluminum than 1956 models, an official of Reynolds Metals Co. said March 26. David P. Reynolds, vice-president in charge of sales, predicted that on the average, each 1957 car produced will contain from 42 to 45 pounds of the light metal, as compared with a 33-pound average for current models.

"We are assured of this," Reynolds said, "by the forward-thinking engineers of the automotive industry."

"This sharp increase, to a great extent, is due to the rapidly increasing use of aluminum grilles, trim moldings, emblems, window frames and miscellaneous ornamentation. And with the conversion of the last automatic transmission to aluminum, cast aluminum requirements are expected to increase about 20%."

"We expect increased use of gold-anodized aluminum components such as 'V' emblems and lettering. There will also be more aluminum, in both sterling and gold finish, used for wheel covers and hub-caps. One high-production model will present a frontal appearance approaching a complete sterling look through the use of aluminum."

Ex-Plymouth Bill Rice Joins Tool Company

WILLIAM B. Rice, formerly director of service for Plymouth Division of Chrysler Corp., joined Miller Mfg. Co., Detroit, March 26.

Rice, who sparked Chrysler's "Master Technician" service training program will handle special sales problems for his new employer's special service tools. Many Southerners know him.



COULD THIS FREE TRAINING HELP YOUR SALESMEN SELL?

You bet it could. It's been *sales-proved* in hundreds of dealerships. *It's equivalent to years of on-the-floor sales training!* It's yours for a phone call.

Your Associates representative will arrange for a complete presentation of the "Controlling Time Sales" program that shows your salesmen how to close more sales and *produce* more sales with a better understanding of financing and insurance. It's practical, proved, working instruction . . .

loaded with answers to buyer questions, packed with sales ideas and technique. It's a revelation for new salesmen and a sales-starting refresher for old hands.

As specialists in time sales financing, we've developed the "Controlling Time Sales" program as one of our many dealer helps. We'll present it in your showroom or wherever you say. And is there any better time than now? Call on us.

The Old Sage says...

"When you can get an expert to give you his knowledge—grab it!"



(The Old Sage is a composite of all the successful dealers we've known in over a third of a century in the field.)

Associates

Associates Investment Company
Associates Discount Corporation
Emmco Insurance Company
South Bend, Indiana



Automotive NEWS BRIEFS

Florida Jobbers to Ask For Inspection Law

FLORIDA automotive wholesalers "are determined to get some safety legislation" enacted at their legislature's next session.

In announcing this March 22, Charles H. "Chuck" Davis, executive secretary, said the Florida Automotive Wholesalers Association would "pinpoint legislation in separate bills covering light inspection, brake inspection, steering inspection and exhaust system inspection instead of an over-all bill of vague language, such as was defeated in the legislature last year."

A safety committee composed of the following has been named to assist the legislative committee:

Ellis Hilzing, Ellis Auto Parts,

Jacksonville, chairman; W. J. Berkhan, Tampa; F. M. Henson, Marianna; A. P. Lanford, Panama City; Elmer Blackburn, Miami; Phil Sommerlad, Daytona Beach; R. M. Hall, Ft. Lauderdale; R. E. Emrich, Bradenton, and S. A. Wilson, Madison.

JANUARY				APRIL				AUGUST				DECEMBER			
S	M	T	W	T	S	M	T	W	T	S	M	T	W	T	F
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

Looking Ahead

April 15-16—Annual convention of Automotive Wholesalers Association of Tennessee, Andrew Jackson Hotel, Nashville.

April 22-24—Annual convention of North Carolina Automotive Wholesalers Association, Sir Walter Hotel Raleigh.

April 30 — Spring convention of Automotive Wholesalers' Association of Alabama, Hotel Whitley, Montgomery.

May 6-8—Annual convention of North Carolina Automobile Dealers Association, Carolina Hotel, Pinehurst.

May 10-13—13th Southwest Automotive Show, Coliseum, Houston.

May 12-13 — Annual convention of Independent Garagemen's Association of Texas, Texas State Hotel, Houston.

May 14-15 — Annual convention of Missouri Automobile Dealers Association, Hotel Muchlebach, Kansas City.

May 24-25 — Biennial Southeast Automotive Show Conference, Asheville, N. C.

May 26-28 — Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach.

June 3-6—Annual convention of Automotive Engine Rebuilders Association, Hotel Sherman, Chicago.

June 14-17—National Truck, Trailer and Equipment Show, Great Western Exhibit Building, Los Angeles.

Sept. 20-22 — Annual convention of Automotive Parts Rebuilders Association, Edgewater Beach Hotel, Chicago.

Sept. 23-25 — Annual convention of Texas Automotive Dealers Association, Commodore Perry Hotel, Austin.

Sept. 30-Oct. 2—Annual convention of Tennessee Automotive Association, Gatlinburg.

Oct. 21-22 — Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City.

Oct. 21-23 — Annual convention of Florida Automobile Dealers Association, Fort Harrison Hotel, Clearwater.

Oct. 21-23—Annual convention of National Independent Automobile Dealers Association, Hotel New Yorker, New York City.

Oct. 25-26 — Annual convention of Automotive Wholesalers of Texas, Statler-Hilton Hotel, Dallas.

Nov. 11-13 — Annual convention of Kentucky Automobile Dealers Association, Seelbach Hotel, Louisville.

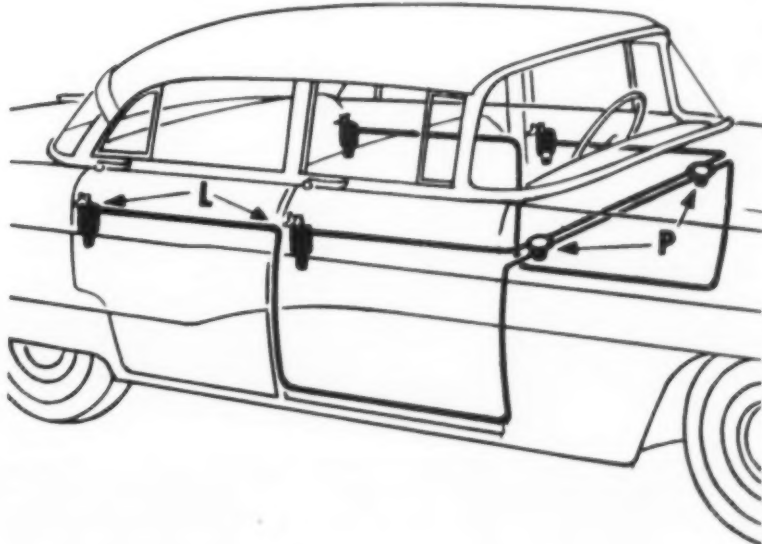
Nov. 17-18 — Annual convention of Florida Automotive Wholesalers Association, Orlando.

Jan. 26-30, 1957 — Annual convention of National Automobile Dealers Association, San Francisco.

April 25-27, 1957 — Biennial Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

May 9-12, 1957—Midwest Automotive Service Industries Trade Show, St. Louis, Mo.

The electric push-button door-lock system on Packard and Clipper sedans provides increased safety, comfort and convenience. The device consists of an electric solenoid attached to the locking mechanism of each door and a push-button located at either lower corner of the dashboard. Touch pressure applied to either push-button (P) closes the circuit, activating four solenoids (L), causing locking devices to go into action simultaneously, automatically locking all four doors. The door-locking device is a big contribution to safety and when children are occupying the rear seats of four-door sedans. Also, a driver need not walk all around the car when he wishes to lock all the doors. He simply pushes the button—automatically locking all the doors—then opens his door as usual and locks it again from the outside. All other doors have remained locked.



VULCAN JACKS

Quality products --- outstanding patented features --- plus VULCAN'S stable sales policy, insures maximum dealer profits.



GIVE YOURSELF A LIFT!

See your jobber today!

VULCAN'S modern designed Tripod and Hydraulic styled jacks are in demand today, by motorized U.S.A. Ask your local jobber for complete information.



VULCAN'S TRIPOD SAF-T-LIFT JACK, safety lifts under all conditions. Operates efficiently on grades, road shoulders in sand, gravel, etc. Don't be misled by substitutes---insist on the genuine SAF-T-LIFT.

Vulcan Manufacturing Company is the originator of the Tripod Safety Jack design, now standard for the industry.



VULCAN TRIPOD "SAF-T-LIFT" JACK

The latest of all geometric designs---simplest operating jack on the market. Hook of pressed steel, fits all cars. Folds compactly. 3000 lb. capacity.



VULCAN "ACE-HY" JACK

The original sleeve action hydraulic bumper jack. Simple---compact---dependable. New two point Universal Bumper Hook eliminates side slipping. Fits all makes of cars. Capacity 3000 lbs.



VULCAN TRIPOD "ECONO" JACK

A sturdy---economical new jack for easy, fool-proof operation. A price leader. Low in price, high in quality. Ball bearing action makes operation easy. Capacity 2000 lbs.

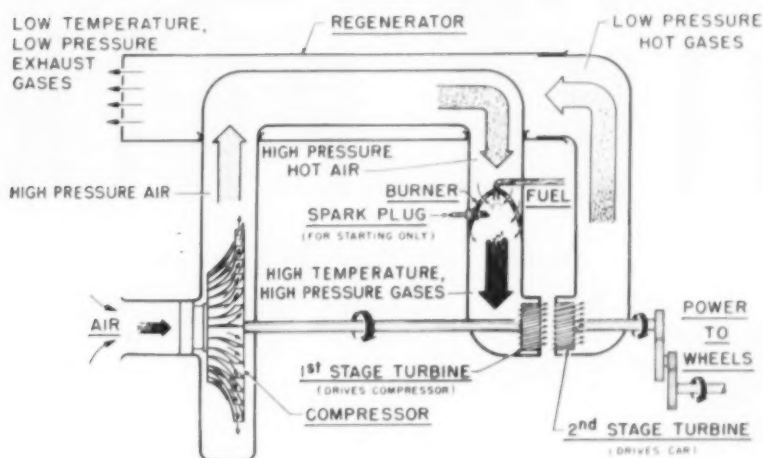


VULCAN "ROYAL" JACK

A low cost hydraulic bumper jack. Modern sleeve action---one piece jack---no handles or levers to operate or lose. Lifting capacity 2500 lbs.



VULCAN MFG. CO., INC.
WINONA, MINNESOTA



This schematic diagram of the Chrysler Corp. experimental gas turbine engine shows how the regenerator unit (top) transfers heat from the exhaust gas to incoming fresh air on its way to the combustion chamber. The regenerator performs two important jobs: (1.) greatly reduces exhaust gas temperature and (2.) utilizes previously wasted fuel energy (heat), giving the Chrysler Corp. gas turbine fuel economy comparable with present-day piston engines.

Chrysler's Gas Turbine Heads Out For Test Run from Coast to Coast

CHRYSLER Corp.'s experimental gas turbine test car, "The Turbine Special," left New York March 26 on the first leg of a scheduled 3,000-mile, cross-country endurance test. Destination: Los Angeles. Expected arrival time: not announced.

The research test car—a white four-door 1956 Plymouth sedan—is a standard production model in every respect, except for the revolutionary Chrysler-developed turbine power plant under its hood.

James C. Zeder, Chrysler's vice-president in charge of engineering, observed that the road test will be the first transcontinental journey of an automobile powered by a gas turbine engine.

"The road test will serve our scientific objectives of obtaining technical data on how long and how well various vital components of the automotive gas turbine engine perform in actual city and highway traffic, under various climatic conditions, at different altitudes and on all kinds of grades," he added.

"The information gained from this cross-country laboratory expedition will supplement the re-

search material we have already acquired in tests conducted at our proving grounds near Chelsea, Mich., and on Detroit city streets."

Two-man teams—all turbine research engineers—will pilot the "Turbine Special." Alternating in the roles of driver and observer on the initial leg of the journey from New York City will be George J. Huebner, Jr., executive engineer of Chrysler Corp. research, and E. R. Mason, chief engineer of mechanical research.

Huebner has directed the development, design and test work on the experimental gas turbine for the past ten years.

Other two-man crews will take over the "Turbine Special" at various points in the country.

The test car was to travel from New York City through New Jersey, Pennsylvania, Ohio, Indiana, Illinois, Missouri, Oklahoma, Texas, New Mexico, Arizona and California.

On the trip turbine engineers will have ample time and opportunity to study and record fully the operating characteristics of the turbine power plant. As a result, time limits or schedules have not

been established for the completion of the car's coast-to-coast road test.

Zeder emphasized that the ultimate commercial production of gas turbines for automotive use still depends on the long-range solution of many exceedingly complex problems.

"Among the most important of these," he said, "are the development of less expensive, 'non-strategic' materials for engine parts that are subjected to intense heat—such as the turbine wheels and blades.

"Also, many refinements in manufacturing techniques will be needed in order to produce automotive gas turbines in quantity."

Huebner said that the great progress made in the experimental



Looking over the experimental gas turbine engine, now installed in an otherwise "stock" model 1956 Plymouth, are James C. Zeder, left, vice president - engineering, and George J. Huebner, Jr., Chrysler's executive engineer in charge of research. Huebner here holds a power turbine wheel, duplicate of the one in the engine which supplies driving force to rear wheels.

turbine engine since Chrysler first announced its development two years ago "has enabled our research engineers to undertake the pioneering task of testing a turbine-driven standard production car under long-distance endurance conditions.

"The results of this road test will provide us with additional technical insight into the potentialities of the gas turbine as a possible new source of power for passenger cars and trucks," he said.

STORM-VULCAN



HAS

The



WINNING PAIR



**... to build your business and
boost your profits YEAR AFTER YEAR**

2 of a Kind!

Yes... here are two WINNING PERFORMERS... engineered and built by STORM-VULCAN specialists... and PROVED by years of profitable operation in hundreds of machine shops.

- ✓ **LABOR SAVING**
Reduces operator fatigue
- ✓ **FAST PRODUCTION**
Turns out more work at less cost
- ✓ **PRECISION PERFORMANCE**
Positive controls assure truer work



Model 75-A

CAMSHAFT GRINDER

This Storm-Vulcan machine revitalized the Automotive Jobber Machine Shop and made engine rebuilding into ENGINE REMANUFACTURING. The untapped possibilities of camshaft grinding in automotive, marine, industrial and fleet operation fields are unlimited! A real opportunity for you! Just ask for details.

Model 15-A

CRANKSHAFT GRINDER

As America's highest in precision and fastest Automotive Crankshaft Re-grinders, the Storm-Vulcan Models 15 and 15-A have made — and are still making — big money for more and more shops. Exclusive revolutionary patented features assure performance offered by no other machine!

**SEE US AT THE
SOUTHWEST AUTOMOTIVE SHOW
HOUSTON—MAY 10-11-12-13
Booths 467-468-469-525-526-527**

STORM-VULCAN INC.

2225 BURBANK STREET DALLAS, TEXAS

The Nation's Leading Rebuilders and Shops STORMIZE with STORM-VULCAN Machines



Model 85 Headmaster
— For fast, accurate Head Milling.

JR-60 Turbo-Blast Cleaning Machine. Others — 20 gal. to custom 50,000 gallons.



Model D-1 Dynomaster Engine Run-in and Test Stand.



Precision CYLINDER BORING BARS



U-30 Riffrest Connecting Rod Aligner. Checks for twists and bends.

U-45 Connecting Rod Straightening Press. Heavy Duty, Full Hydraulic.



RODMASTER—Grinds and hones connecting rods.

Buick Division Expects To Hold Third Spot

THE leaders of Plymouth Division of Chrysler Corp. won't be delighted with the prospect but the leaders of Buick Division told a Dallas, Texas, dealer audience last month they expect that division of General Motors to retain, and possibly strengthen, its claim on third place in motor vehicle production this year.

Buick has held this position since winning it from Plymouth. This would be the third year and General Sales Manager A. H. Belfie said the anticipated minimum production of 675,000 Buicks in 1956 would be second only to the 1955 total.

Edward T. Ragsdale, Buick's new vice-president and general manager, said the present rate of sales pointed to an even stronger hold on third.

Both executives forecast an industry output of 6,500,000 cars this year. On the basis of an industry-wide cutback of 15% from 1955, Buick's expected production would represent slightly more than 10% of the market.

January and February production of Buicks was off 8%, while the output last month was higher.

Ragsdale predicted that consumer spending would exceed last year's corresponding level by June and continue at higher levels through the remainder of the year.

Texas Used-Car Men Offer Scholarships

FOUR Texas high school pupils will have a chance soon to pick up \$100 checks toward expenses of a college education.

"Vick" Vickers of Houston, president of the Texas Independent Automobile Dealers Association, announced a contest between April 10 and May 10 for pupils to write an essay on "Why My Parents Bought a Car from an Independent Dealer."

A boy or girl in southern, central, eastern and western Texas will be picked for the prizes. The association's executive board will judge the essays.

The winners will be notified on the night of their graduation from high school.

Bushyhead Forecasts Many More Garages

"I BELIEVE there will be a tremendous growth in the number of independent garages in the next few years."

So predicted James B. Bushyhead, vice-president, sales, Moog Industries, Inc., St. Louis, Mo., in an address prepared for delivery before the annual convention of the Independent Garage Owners of America at Wichita, Kan., April 6.

He complimented the year-old IGOA on its progress and asserted:

"One of your biggest problems may be lack of confidence in your-



James B. Bushyhead

selves. If you will eliminate that and begin to believe in yourselves and the value of this organization, nothing can stop you.

"I feel that your strongest point is the fact that you are a grass-roots organization and that all of your officers and executive staff are garagemen."

Chevrolet Promotes Four

Promotions of Chevrolet plant executives in St. Louis and Atlanta have been announced by T. H. Keating, general manager. Promoted were: James H. Allen from manager of the St. Louis assembly plant to central office in Detroit; Leonard R. Mason from manager of the Atlanta assembly plant to succeed Allen; Leonard F. Coyle from general superintendent of production, Atlanta, to succeed Mason, and Harvey L. Green from general superintendent of Corvette production in St. Louis to succeed Coyle.

Virginian Purchases Moroccan Marble

A pastel shade of "Lido gray" marble, hauled all the way from French Morocco, is being erected in the showroom of Norfolk Motor Co. (Cadillac), Norfolk, Va.

The marble was dressed and polished in Casablanca and the first shipment—12 slabs and six blocks weighing 18 tons—has been unloaded at Norfolk's docks.

GM Expands B-O-P On Pacific Coast

CONSTRUCTION of a new Buick-Oldsmobile - Pontiac assembly plant in the San Francisco-Oakland Bay area in the near future has been announced by Harlow H. Curtice, president of General Motors.

Curtice said that the plant is expected to be in operation in time for production of the 1958 models. When in full production, it is anticipated the plant will employ approximately 5,000 persons and have an annual normal productive capacity of 100,000 cars.

Factory Accident Policies Voided by Illinois

THE Illinois Department of Insurance has advised American Motors Corp. and Studebaker-Packard Corp. that their accident insurance policies offered with purchases of their cars were outlawed by Illinois regulations.

The factories announced these plans for \$25,000 and \$20,000 insurance a few weeks ago.

93% of 1956 Pontiacs Have Hydra-Matic

MORE than 93% of the 1956 Pontiacs produced since the 1956-model introduction have been equipped with Hydra-Matics.

In 1948, the first year Pontiac offered Hydra-Matics, 171,946 were sold with the new transmissions—about 70% of production.

Sell America's fastest-selling new polish! **MAC'S RESIN COAT**

**Amazing car
polish discovery
with**

SOLVENT ACTION



Automobile owners like new Mac's Resin Coat because it gives a hard, high gloss in one quick, easy application... lasts for months.

And it's so easy to sell! You just tell your customers how the *Solvent Action* in Mac's Resin Coat quickly loosens dirt, grease, road film and oxidation. No more hard rubbing to get a sparkling deep shine!

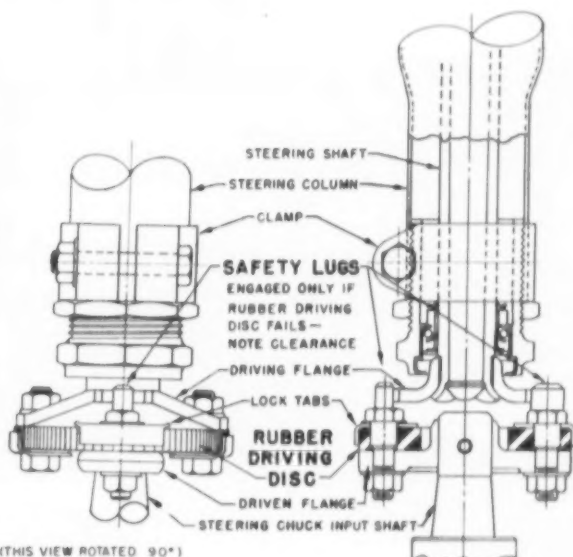
You'll want an ample supply of fast-selling new Mac's Resin Coat—*sales are still going up!* Order today from your distributor, or write direct.

**DON'T WAX IT, MAC'S IT...
with MAC'S RESIN COAT!**

MAC'S SUPER GLOSS CO., INC.
LOS ANGELES 42, CALIFORNIA

Mounted at the base of the steering column, Packard-Clipper Division's flexible steering coupling consists of a composition rubber diaphragm supported by steel discs and splined to separate pieces of the steering shaft. Two of four bolts attach the rubber driving disc to the driven flange providing safety lugs which pass through clearance slots in the driving flange. The other bolts attach the driving flange to the rubber disc. Normally there is no direct connection between the driving and driven flanges, steering torque being transmitted through the rubber driving disc. Should the disc be torn or damaged, although such a failure has never been reported, safety lugs engage the driving flange, safely transmitting steering control.

With the new flexible coupling in the steering column, impulses which might otherwise be transmitted to the steering wheel are absorbed by the diaphragm and isolated from the passenger area. This makes driving safer by eliminating distracting vibration and driver fatigue and adds to the proper "feel" of the road.



Older Cars Are There to Service; Leighty Asks: Are You Doing It?

IF YOU'RE not getting a bigger and bigger slice of the service market, it may be your fault, because the market's there for the getting.

That was cited last month by O. C. "Jack" Leighty, vice-president and sales manager of Champion Spark Plug Co., Toledo, Ohio. He pointed out that despite the tremendous sales of new cars in the last year, the average age of all cars on the road is still nearly six years. One in every eight cars was built before World War II.

"These figures, provided by the Automobile Manufacturers Association, are the answer to the question of where is the market for replacement parts that is so often heard these days," Leighty said.

"Because so many new cars have been sold in the last year or two, many mechanics and servicemen have jumped to the conclusion that the replacement market has shrunk. Actually the opposite is true. Today's average car is 5.9 years old, still older than the pre-World War II average of 5.5 years.

"There are 5,742,000 cars on the

road that are 13 or more years old and millions more that aren't much younger.

"The man who gets under the hood of these older cars every time one comes in for gas or service will find plenty of opportunity for the sale, not only of spark plugs, but for many another TBA item."

Another point that is frequently overlooked, according to Leighty, is the fact that the modern car travels many more miles than its predecessor. In the early 1920s, the average car went only about 25,000 miles before becoming a candidate for the scrap heap. The car scrapped today averages about 125,000 miles.

"With more cars on the road and all of them traveling more miles annually and totally than ever before, the replacement market is expanding, not shrinking," Leighty asserted.

South Florida Dealers Organize

Broward County (Fla.) dealers have formed the Broward County Automobile Dealers Association,

Fort Lauderdale, Fla., and elected George R. Slaton, Slaton Chevrolet, Inc., Fort Lauderdale, president; H. M. Knippenberg, Knippenberg Motors (Dodge-Plymouth), Hollywood, vice-president, and E. J. Lovern, Jr., Powell Motor Co. (Ford), Fort Lauderdale, secretary-treasurer.

Big Jobber Association Joins Garage Group

STRENGTH was added to the Independent Garage Owners of America last month when the National Standard Parts Association became an allied member.

NSPA is composed of hundreds of wholesalers and aftermarket factories and its affiliation was described by IGOA Executive Director Ralph H. James as a "powerful endorsement of the things which a lot of us 'founding fathers' had incorporated in the IGOA when we created it."

Local groups, which have been coordinating later into state bodies, have been continuing to join hands with IGOA, according to James, the former Tulsa, Okla., garageman who has been devoting his full time to the association. Nearly half the states have state or local memberships in the national body.

(More News Briefs on page 158)

TERRIFIC CONSUMER ACCEPTANCE!

FILT-O-REG

TRADE MARK

COMBINATION Fuel Pressure Regulator AND Fuel Filter

FILT-O-REG is guaranteed to exert a maximum 2 lbs. P.S.I., constant fuel pressure on the carburetor float valve and seat. This provides the proper float level under all driving conditions.

FILT-O-REG feeds the full and correct amount of filtered fuel to the carburetor at minimum pressure under any load, at all speeds and extreme weather temperatures.

FILT-O-REG is recommended and approved by carburetor specialists for New and Used Autos, Trucks, Tractors, Marine and Industrial Engines using Gasoline, Alcohol or Stove Oil.

FILT-O-REG fits in the fuel line between the fuel pump and the carburetor.

EASY TO INSTALL. Factory Set and Tested. No adjustment is ever necessary.



U.S. Patent No. 2,707,051

STANDARD MODEL

\$7.95

Deluxe Chrome Model

\$9.95

Suggested Retail

- Stops Flooding
- Prevents Stalling
- Cuts Fuel Waste
- Makes Engines Run Smoother
- Gives Quick All-Weather Starting
- Eliminates Vapor Lock
- Improves Power and Acceleration
- Increases Motor Efficiency
- Keeps carburetor free of harmful dirt, water or foreign matter
- Reduces fuel pump wear
- Precision Engineered

VISIT BOOTH 599
SOUTHWEST AUTOMOTIVE SHOW

MAKES ANY GASOLINE ENGINE RUN BETTER!

ASK YOUR JOBBER FOR THIS AMAZING PRODUCT, TODAY... OR WRITE:

Made in U.S.A. for

ALONDRA SALES, INC.

959 CRENSHAW BLVD., LOS ANGELES 19, CALIF.

Exclusive World-wide
Distributors

So. West Factory Rep.: Dean A. Johnson Co., 2023 Lucas Drive, Dallas 19, Texas
So. East Factory Rep.: George H. Davison Co., 102 No. Hillcrest Drive, Marietta, Georgia

HOW SOON
CAN YOU MATCH
MY FENDER?

HOW SOON
CAN WE GET
THE COLOR?

HOW SOON?

HOW SOON?

OR

RIGHT AWAY

THERE'S NO COLOR
DELAY WITH THE
ACME COLOR
EYE!

ACME
COLOR EYE

"Right away!" That's your answer to "how soon" the next time a customer comes in with a hard-to-match paint job if you own an Acme Color Eye.

Any of the rainbow of colors you might meet up with are made easily, simply with the "Eye". Do you keep down inventory? Yes—no need to store hundreds of cans of paint on your shelves. For a complete coverage of every color on the road, all you need is the Color Eye, Acme Basic Tinting Colors, and the Acme Production Color Book. You've got a paint factory in your own shop!

And save? Yes—you can mix as little as four ounces of color—you never see anything going down the drain.

How about the matching of faded or weathered colors? You tint and you do it with a sure touch because you've worked with these formulas and you know what goes into colors to make 'em lighter, darker, brighter, muddier.

What does it all add up to? Fast, accurate matches, low inventory, and happier customers. No wonder more paint shops are using Acme Color Eyes than ever before.

A quick-as-a-wink, stop-pour signal from a light beam gives precision matches quickly with Acme's Color Eye.

CALL YOUR
ACME JOBBER

The
ACME WAY

Makes
PAINTING PAY

ACME

AUTOMOTIVE FINISHES
ACME QUALITY PAINTS, INC.
8250 St. Aubin • Detroit 11, Michigan



PRE-SOLD

Millions upon millions of cars
are equipped with AC Quality Products
— therefore most drivers are pre-sold
on AC for replacement

In the United States, there are more than eight million rolling advertisements for AC Quality Products! These are cars with AC original equipment—and they are the most effective advertisements any company could have.

Put yourself in the position of an owner of one of these cars—

Your car has given good service for many miles. Then, it needs service . . . a replacement part. Don't you want the same kind of part that the manufacturer had selected for original equipment? Of course you do! And, so do your customers, for their cars!

More than ninety per cent of all cars produced today have some AC products as original equipment. That means that nine out of ten of *your* customers are pre-sold on the AC name.

Need we say more?

Watch WIDE WIDE WORLD and BIG TOWN on NBC-TV

AC SPARK PLUG  THE ELECTRONICS
DIVISION OF GENERAL MOTORS



**Get freer—faster
cutting action with**

**HELLER
VIXEN[®]
MILLED CURVED-TOOTH
FILES**

The HELLER VIXEN cuts freer—faster—and produces a smoother finish than any other milled curved-tooth file.

Deep gullets and wide pitch enable chips and filings to drop free—thus leaving a smooth, even finish.

The exclusive undercut of the teeth gives a positive cutting action—bites deep and removes metal fast and evenly.

The HELLER VIXEN saves you money. The exclusive type of alloy steel teeth stay sharp longer—and can take many re-sharpenings if needed.

Originally designed for metal finishing, the VIXEN is now being used in a variety of applications. Try this amazing file on any job where stock needs fast, even and economical filing.

Stroke for stroke, the HELLER VIXEN gives more file value than any file on the market. It was the original and it's *still* the best!



NUCUT[®]
AMERICAN PATTERN

HELLER
American-Swiss[®]
SWISS PATTERN

HELLER TOOL CO.

A subsidiary of Simonds Saw and Steel Company

NEWCOMERTOWN, OHIO

Branches: New York, Detroit, Chicago, Los Angeles

**LOOK
FOR THE
WHITE
TANG.**

YOUR HELLER DISTRIBUTOR CAN SUPPLY ALL YOUR FILE NEEDS

MR. SERVICE STATION OPERATOR—



WITH ALEMITE VISI-DRUM EQUIPMENT

Now, with Alemite Visi-Drum equipment, every original drum of your branded lubricant is an effective "promotion piece!"

Five matching Alemite units fit right onto the same colorful container in which your lubricant is delivered. Always in plain sight, your lube brand keeps selling for you, day in and day out, right in your lube department. And because your lubricant stays in its original drum, Alemite Visi-Drum equipment assures refinery-clean lubrication on every job!

Completely portable Alemite Visi-Drum equipment fits new 120-pound drums. Contact your Alemite distributor today!

Here's New Flexibility, Economy and Dependability For Any Lube Department!

1. **Gear lube dispenser—air-operated.** Has volume type "H" Power Pump (shown at right) for more rapid delivery. Built-in air eliminator prevents pumping air. 5-pint meter. (Model 8561)
2. **Gear lube dispenser—hand-operated.** This highly efficient unit comes complete with 5-pint meter and hose assembly. Float-type shut-off prevents pumping air. (Model 8570)
3. **Automatic transmission oil dispenser.** Filtered delivery assures only clean, uncontaminated oil reaching transmission. Delivers one quart in 10 strokes. 16-quart meter. (Model 8571. Also Model 7039—to fit drum bung.)
4. **Portable waste oil drain.** Large, easy-to-raise drain bowl is automatically held by friction lock at desired height. Bowl has hinged splash plate. Strainer prevents loss of drain plugs. Height extended 70", down 39½". (Model 8580)
5. **High-pressure chassis lubricator—air-operated.** Famous Alemite Super "H" Pump handles any type of chassis lubricant. Complete with hose assembly and control valve. (Model 8551)

Powered by famous "H" Power Pump

**Only Pump on the Market with
Sealed-in Power Unit Unconditionally
Guaranteed for 27 Months!**



- Factory-sealed!
- Pre-lubricated!
- No adjustments necessary!

To assure complete satisfaction, the "H" Power Pump is backed by a written "Guaranteed Performance" Policy. If for any reason this power-head fails to operate as specified, Alemite will replace it, free of charge, as long as 27 months after date of purchase. Only Alemite supports its famous name and reputation with such a guarantee!

For Complete Information
Write Alemite, Dept. M-46



ALEMITE

Products of Stewart Warner
1826 Diversy Parkway, Chicago 14, Illinois



NEW, improved PEAK®
 Anti-freeze broke all
 sales records in '55!
 Here's why it's sure to
 add more satisfied cus-
 tomers...more profitable
 sales in '56!

TOP QUALITY makes PEAK the anti-freeze you can recommend with confidence:

- It's the modern anti-freeze for the modern car
- New exclusive rust-inhibitor combination (Pat. Pending)
- Greater protection from rust than any other national brand
- It's "clean" — looks better in the can — works better in the car

HOMETOWN ADVERTISING supports you:

- Consistent advertising on TV, in newspapers, and other local media
- Hard-selling point-of-sale displays
- Sales-building direct mail pieces for your customers
- Special promotions to car owners

COMMERCIAL SOLVENTS CORPORATION, 260 Madison Avenue, New York 16, N. Y.

"I'm makin' room
for **PEAK**
in '56!"



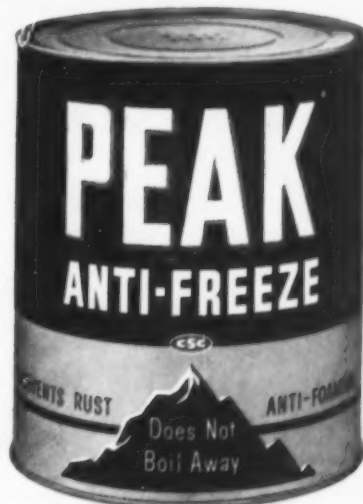
DEALER PROTECTION PLAN helps you make more money with PEAK:

- PEAK is sold only through legitimate service channels
- Retail prices Fair-Traded — No sales to employees
- Every gallon backed by the CSC guarantee
- Efficient distributor organization assures fast delivery and sales service

NOW'S THE TIME TO ORDER so you'll be set to cash in on the big demand ahead. Contact your distributor, or write us direct.

.....
Make room for NOR'WAY, too! — NOR'WAY® Anti-Freeze is PEAK's high-quality, low-cost companion for budget-minded car owners who want maximum freeze protection at minimum cost. You can recommend it with confidence.

PEAK Anti-freeze • NOR'WAY Anti-freeze • NOR'WAY Chemicals



whether they realize it or not
people want COLUMBUS shock absorbers
because

PEOPLE WANT A SAFER CAR!

You can
give your customers
a safer car,
and



You can make \$1,000 a year

selling COLUMBUS if you'll take an extra few
minutes and investigate the shock absorbers whenever
you have a car on the hoist for routine service.

Sell SAFE comfort... Sell COLUMBUS



Ask your COLUMBUS jobber now for FREE "M. O."

(Method of Operation)

MATERIALS

OR WRITE DEPT. SA

HECKETHORN
MANUFACTURING &
SUPPLY CO.

Littleton, Colorado

COLUMBUS
SHOCK ABSORBERS

LICENSED BY THE U.S. GOVERNMENT

ANOTHER QUALITY PRODUCT BY •HECO•



Your Working Partner for Profit

Your Niehoff partnership has a double profit advantage. First, warranted quality Niehoff ignition parts, designed for easy installation. Second, a 5-point merchandising plan to move them from your shelves: 1. A simplified parts catalog. 2. Part packages keyed to your catalog. 3. Attractive steel merchandise cabinets. 4. Automatic inventory system to keep you from being over or under stocked. 5. Regular factory mailings of Tune-Up Charts, signs and current price and service information. This time-tested 5 point Niehoff Sales-by-System plan can be a profit maker for you as it has for so many other Niehoff dealers. Ask your jobber or write today.



Danny Dollar Says . . . Stock • Sell • Install

C. E. NIEHOFF & CO.

Warranted IGNITION PARTS

4925 LAWRENCE AVE., CHICAGO, ILL.

Warehouses: 250 W. 54th St., New York 19, N. Y. • 1800 Fairmont Ave., Philadelphia, Pa.
254 Brighton Ave., Boston 34, Mass. • 2715 Main Street, Dallas, Texas.

Branches: 1330 W. Olympic Blvd., Los Angeles, 15, Calif.



....Take Hold of a

plus THIS GREAT NEW BLACKHAWK FAMILY OF AUTOMATIC TRANSMISSION TOOLS

EXTERNAL ADJUSTMENT TOOLS



AH-10B
HYDRA-MATIC
BAND ADJUSTING
TOOL



AF-11B
FORDOMATIC-
MERCOMATIC
REAR BAND
ADJUSTING TOOL



ATL-2B
THROTTLE ARM GAUGE



ATL-3B
THROTTLE ARM BENDER

INTERNAL SERVICE TOOLS



AF-10B
FORDOMATIC-
MERCOMATIC
FRONT BAND
ADJUSTING TOOL



ACT-1B
FRONT & REAR
CLUTCH TESTER



AH-11B
HYDRA-MATIC
FRONT BAND
ADJUSTING TOOL



ARC-2B
MULTI-PURPOSE CLUTCH
SPRING COMPRESSOR

BLACKHAWK®

Hand Tool



..... GET A FIRM GRIP ON FAST AND PROFITABLE AUTOMOTIVE SERVICE!

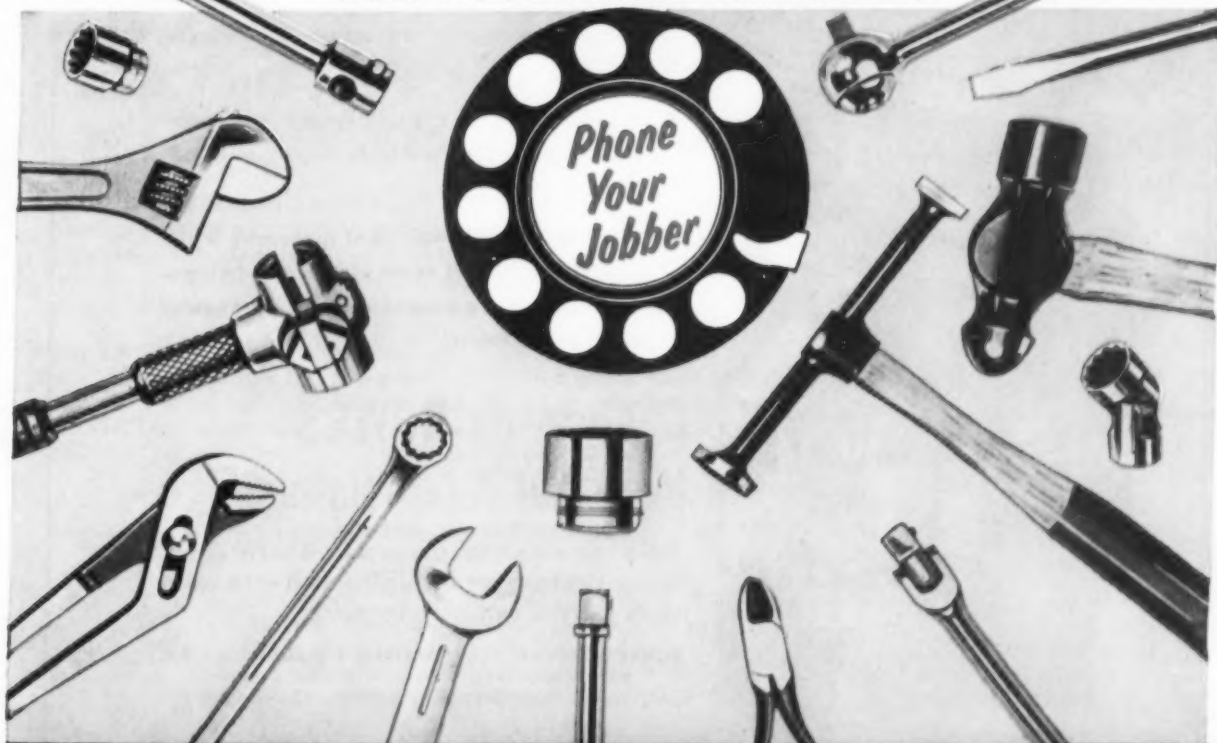
BLACKHAWK Hand Tools spell more money for you in automotive service! You can do more—do it quicker and better—with top-quality BLACKHAWK Tools that get you into and out of the tight spots on today's engines.

BLACKHAWK offers you a complete Line of money-making Tools for every phase of automotive repair. Every Tool

has the precise fit, perfect balance and great turning power demanded in today's service. BLACKHAWK Tools are designed for the job and fully covered by the BLACKHAWK Guarantee!

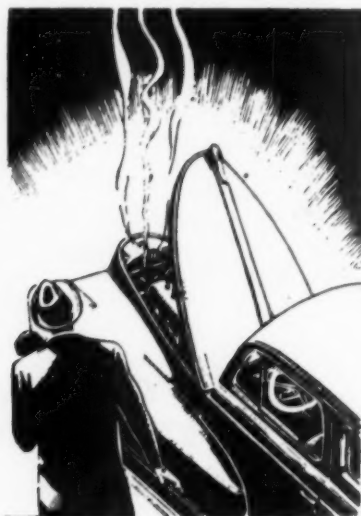
See these great mechanic's Tools today. They add up to quicker, easier automotive service for you! The New Britain Machine Co., New Britain, Conn.

NEED A BLACKHAWK HAND TOOL?



BLACKHAWK HAND TOOLS NEW BRITAIN, CONN.

You can
sell **3**
instead
of **1**



He is "all steamed up"—and VERY unhappy. He wants help—right now . . . doesn't want it to happen again. SO—don't sell him just a can of radiator cleaner. He is a cinch to buy 3 . . . IF . . . you simply point out . . .

- 1** A can of KLEN-ZUR will do the job for now . . . and . . .
- 2** A can of RUST-ROUT will keep it from happening again (and lubricate his water pump) . . . and . . .
- 3** STOP-LEAK will seal, right now, any leaks that probably will occur after a good cleaning . . . and . . . permanently provide against leaks in the future.

Cash in on BOWES National Advertising . . .

Folks buy easiest the things they KNOW about. Bowes Products are EASIER to sell—the result of 36 years of national advertising.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, IND.
HAMILTON, ONTARIO, CANADA • LONDON, ENGLAND
BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA



RACING ... The INFERNO of brake lining

Says a famous RACE CAR DRIVER... "We have found Lasco MOUNTAIN MASTER brake lining to be the best heavy duty lining available in this country - particularly in respect to its non-fade characteristics."

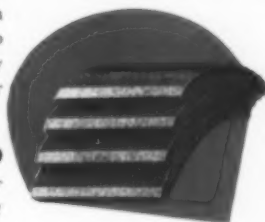
Says a RACE CAR SERVICE MAN... "You will also be pleased to know that in our service department we are using 100% MOUNTAIN MASTER - congratulations on a really fine lining."

Says a famous RACE CAR MANUFACTURER...

"Thanks very much for the test information showing the comparison between Lasco MOUNTAIN MASTER and... We are duly impressed with the findings and, as a matter of fact, with the lining itself."

Cables a famous RACE CAR DRIVER AND FLYER from London, England... "Rush Air Express complete set of Lasco Brake Lining for my racer."

RACERS—MOTOR TRANSPORTATION—LOGGING and GRADING OPERATIONS—and FINE AUTOMOBILES all over the world are switching to Lasco MOUNTAIN MASTER—WON'T YOU TRY IT?



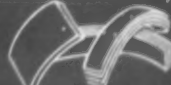
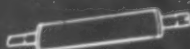
Lasco Mountain Master brake materials are made in three frictions for all passenger cars, trucks and buses. Let Laher lick all your brake problems.



LASCO BRAKE PRODUCTS CORP., LTD.

ST. LOUIS, 2131 Locust St. • OAKLAND, 2615 Magnolia St. • PITTSBURGH, 5515 Penn. Ave. • MEMPHIS, 300 Madison Ave. • KANSAS CITY, 1630 McGee St. • LOS ANGELES, 807 E. 8th St. • FORT WORTH, 910 Florence St. • SAN FRANCISCO, 98 - 12th St. • SALT LAKE CITY, 541 So. State St. • SEATTLE, 714 E. Pike St. • PORTLAND, N.W. 15th & Davis • SPOKANE, 1319 W. Second Ave. • SACRAMENTO, 1217 - 16th St.

LAHER INDUSTRIES







LAHER TIRE & RUBBER CO., INC. • LAHER BATTERY PRODUCTION CORP. • LAHER SPRING & TIRE CORP. • LASCO BRAKE PRODUCTS CORP., LTD.

Why do you think they build



*Because Packard Cables
last longer and cost less per mile,
they're used most on new cars,
trucks and buses!*

			
<p>ENGINE COMPARTMENT CABLE—A special Packard development made with new type insulation to withstand heat, fuel-oil vapors, steam and cleaning compounds.</p>	<p>"440" IGNITION CABLE—Long the leader, this Packard-developed high tension cable continues to be used on more vehicles than any other except those using Packard TVRS.</p>	<p>TELEVISION - RADIO - SUPPRESSOR CABLE—This Packard exclusive suppresses radio and TV interference and is original equipment on millions of vehicles.</p>	<p>BATTERY CABLES—Special design delivers full starting power . . . provides extra flexibility and strength. Additional features at no extra cost make replacement easier.</p>

'em with PACKARD CABLES?



Don't replace . . . RENEW! When stocking cable, follow the lead of the vast majority of automobile and truck manufacturers and specify Packard. You'll give your customers like-new service.



MEET THE LEADER . . . PACKARD LOW TENSION CABLE WITH "404" INSULATION!

Here's a tough, highly flexible cable with stranded copper conductor that meets all requirements without use of braid. It's slimmer. It strips more easily. And, it gives greater customer satisfaction. The "404" insulation is oil-proof, flame-proof, moisture-proof and acid-proof. Millions of feet are installed daily on new cars, trucks, buses and tractors.

Packard Cables are engineered to give superior performance in every class of automotive service. Vibration, temperature, acid, constant flexing—Packard Cables conquer all these. And they're made for easier installation, too! More than half the cars that pass your door are equipped with Packard Cable.

Now's the time to call your Packard Jobber for fast, single-source delivery service. You'll be pleased to find that all items are packaged for your convenience!

**FOREMOST BUILDER OF
AUTOMOTIVE WIRING**

Packard
REG. U.S. PAT. OFF.
TRADE MARK



Packard Electric Division, General Motors, Warren, Ohio

A GENERAL MOTORS PRODUCT — A UNITED MOTORS LINE
DISTRIBUTED BY WHOLESALERS EVERYWHERE

**ONLY 2 LACQUER COATS WITH
THIS NEW DUCO THINNER?**

**YES, AND HARDLY ANY
COMPOUNDING!**



DUCO® EQUAL MIX Thinner cuts spraying in half ...practically eliminates compounding!

New "Duco" Equal Mix Lacquer Thinner gives you the correct film thickness with *less than half the coats*—in *less than half the time*. And the lacquer dries with such a high gloss that little or no compounding is needed! This makes it perfect for two-toning and over-all lacquer jobs.

Premium-quality Equal Mix Thinner is designed for glass-smooth color flow-out without sags and runs. It's specially made to minimize swelling of sand scratches in old lacquer coats. Yet it costs less at the gun than many "low-cost" thinners, because you use up to 50% less thinner.

There are other timesaving "Duco" thinners, too.

For example—No. 3717, famous for trouble-free jobs and mist coating, and No. 3711 lift-resistant thinner for faster drying, even in cold shops. Your Du Pont jobber will be glad to recommend the right "Duco" thinner for best results on your lacquer jobs.

DU PONT REFINISHING MATERIALS

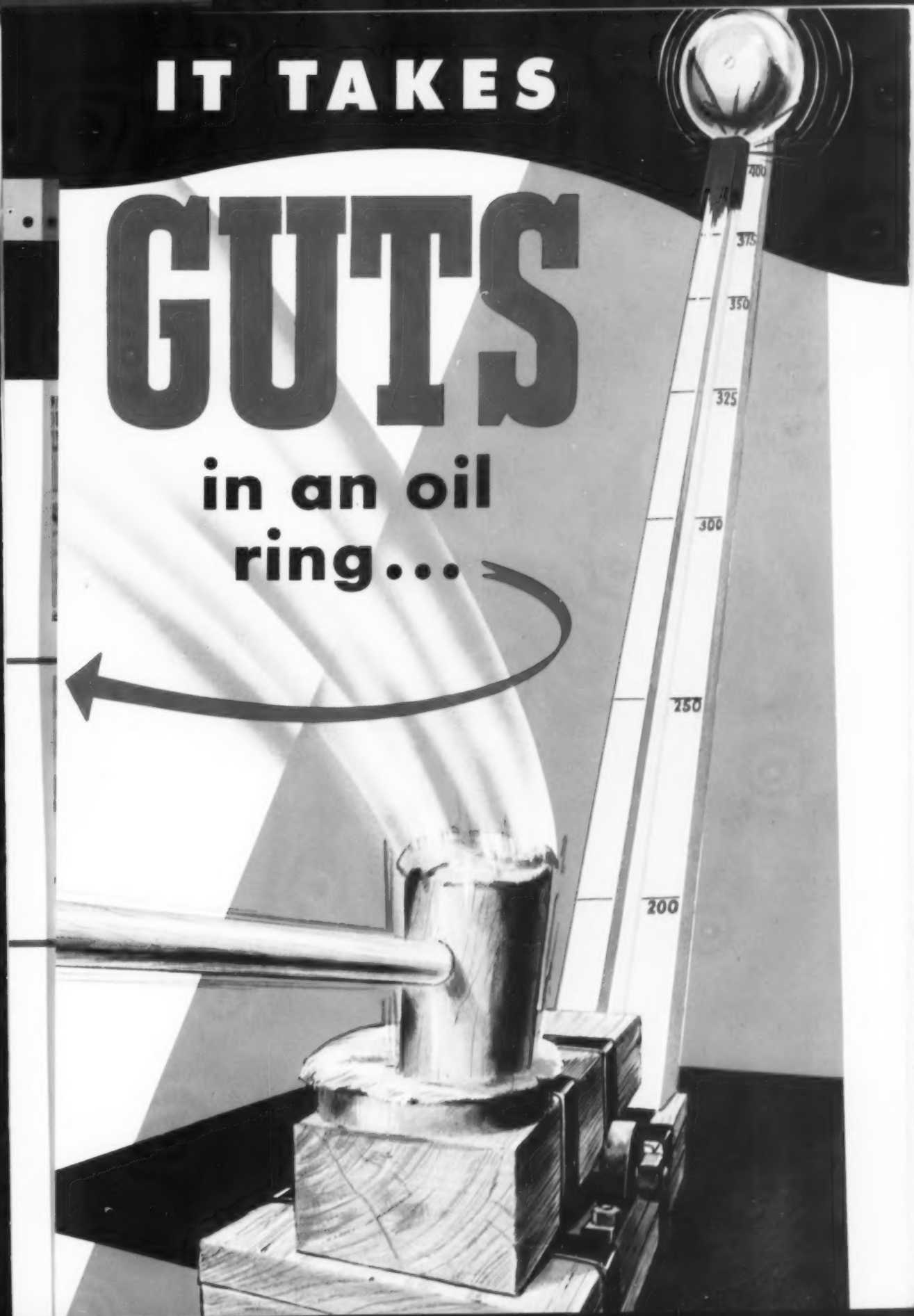


BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

IT TAKES

GUTS

**in an oil
ring...**



TO CRACK THE OIL MILEAGE

...at open throttle high speeds and at

AND GUTS IS WHAT THE



**POSITIVE LOW SPEED
"HIGH VACUUM" OIL CONTROL**

Positive Low Speed "High Vacuum" Oil Control. Low speed oil creep around the side of the ring is prevented by using an accurately machined separator which supports the cylinder contacting rails throughout their depth and circumference and prevents rocking. This provides uniformly close clearance between the groove wall and the rail without reducing the free action of the ring in the groove.



**POSITIVE OIL CONTROL
AT HIGH SPEEDS**

Positive Oil Control at High Speeds. High speed "flutter" or "surfboarding" is controlled by special flexible reverse loop expander which provides a more uniform high unit pressure on the two cylinder contacting rails. The rails are chrome armored but are prelapped and heat shaped for rapid break in.

No Gouging or Scuffing of Cylinder Wall. The spacer will not gouge or scuff the cylinder wall because it is made of electric furnace iron. It is another oil ring in itself with built-in tension and two additional scraping edges. With the two chrome armored rails and the two oil scraping edges on the spacer, the 400 oil ring is really two rings in one.



**"LIGHT HOUSE" INSPECTION
OF FINISHED RAILS**

Heat Shaped Cylinder Contacting Rails. Cam shaping by heat treatment produces the same "light tight" fit in cylinders that exists in piston rings that are individually cast to a cam shape. This cam shaping, exclusive with McQuay-Norris, is very important where the bearing edges are chrome armored. When these chrome surfaces are prelapped, it produces positive contact with the cylinder throughout its circumference and assures efficient trouble free ring and cylinder life.

**LARGEST PRODUCER OF SMALL
RINGS IN THE AUTOMOTIVE INDUSTRY**



GUARA

McQUAY

BETTE

AGE BARRIER

at high vacuum low throttle speeds

"400" OIL RING HAS



ANTEED . . . to out-perform any other ring set
in the hard to hold jobs regardless
of kind, design or price!

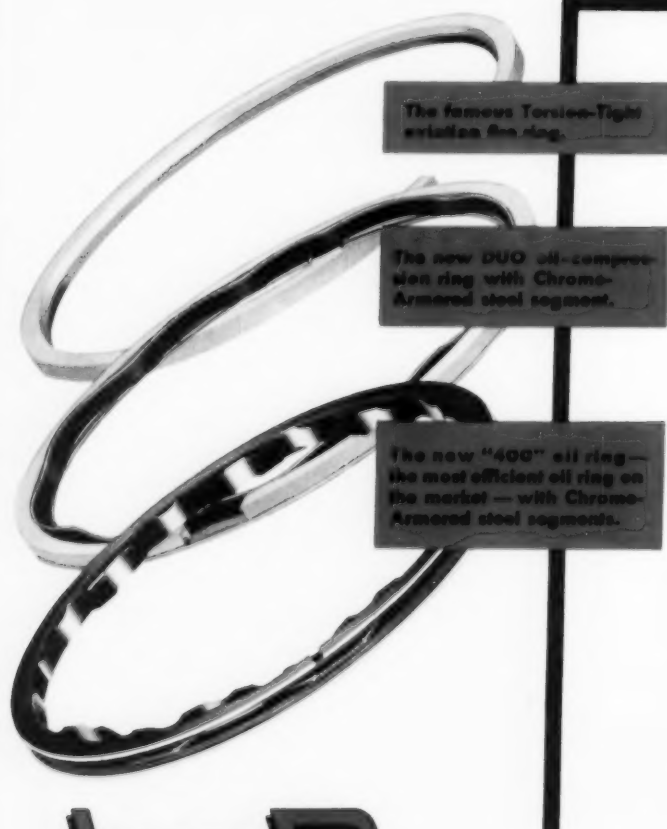
AY-NORRIS MANUFACTURING CO.

ST. LOUIS • TORONTO

BETTER KNOWN FOR BETTER PISTON RINGS SINCE 1910

COMPARISON PROVES IN A PISTON RING, TOO

	Made of Electalloy Finest Electric Furnace Process	Alfinized Quick- Seating Top Fire Ring — Resists Corrosion and Wear	Cam Shaped Chrome Armored Steel Rails — Made to Fit Cylinders Perfectly	Reverse Loop Expander — Uniform Pressure on Entire Circumference of Ring	Top Chrome Rings Available
LEAK-PROOF	YES	YES	YES	YES	YES
RING "A"	NO	NO	NO	NO	YES
RING "B"	NO	NO	NO	YES	YES
RING "C"	NO	NO	NO	NO	YES
RING "D"	NO	NO	NO	NO	YES



Balanced for positive control

For less blow-by

For quicker seating

For quicker profits



LEAK-PROOF
PISTON RINGS

mean customer satisfaction



Genuine Ford
Condensers



Genuine Ford
Distributor Points



Genuine Ford
Spark Plugs



Genuine Ford Oil Filter Elements
in a special draw-string package

Fast-moving Ford Parts move faster than ever

That's because new picture-windows tell your Ford-owning customers at a glance that you carry Genuine Ford Parts

Easy to display, easy to spot, these good-looking new packages for condensers, rotors, generator and starter brush sets and other Genuine Ford Parts build Ford parts and service business by building confidence in you.

Ford-owners see immediately that you've got the real article. And they figure that the man who carries the parts best for Fords will give the best service, too.

So get Genuine Ford Parts in the new display packages. Show them on counters and racks. Watch your Ford business climb.

GET THIS SIGN

Build Ford business with a Genuine Ford Parts oval. Ford owners watch for it. Mail coupon for full information.



PARTS AND SERVICE SALES DEPARTMENT

Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

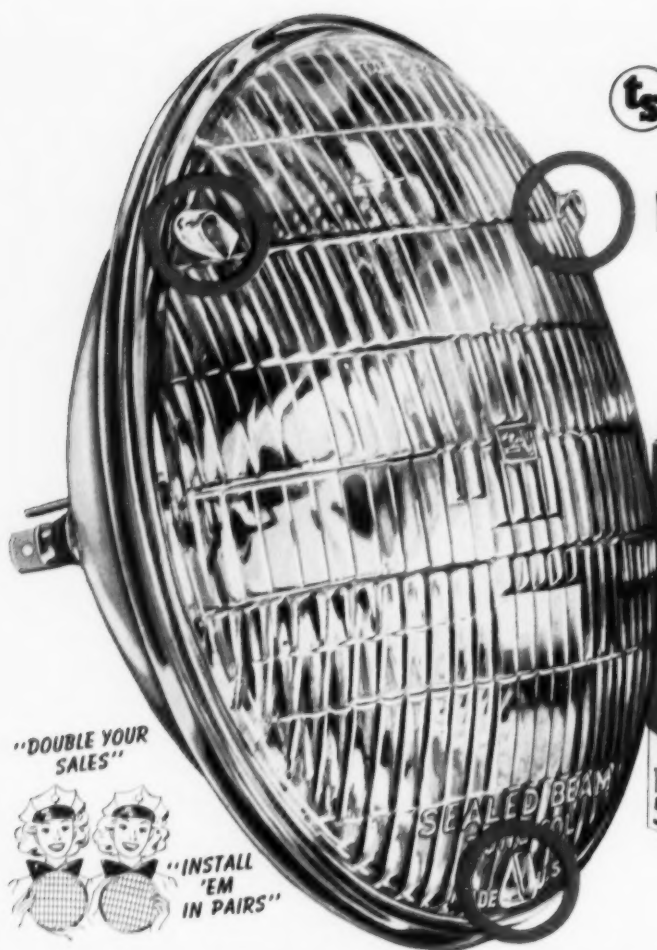
FIRM NAME _____

INDIVIDUAL'S NAME _____

ADDRESS _____

CITY _____

STATE _____



TUNG-SOL®

VISION-AID HEADLAMPS

5040-S for 6 volt passenger cars
5400-S for 12 volt passenger cars
5440-S for 12 volt trucks and buses



NOW WITH E-Z AIM PLATFORMS FOR USE WITH ANY APPROVED AIMING DEVICE

The new improved Tung-Sol Vision-Aid Headlamp can be quickly adjusted with any approved aiming device—or can be aimed visually. Three E-Z Aim Platforms, precision-molded on the face of the lens, provide contact points for all the new mechanical aimers. They assure accurate beam adjustment in a matter of minutes—even in broad daylight. These headlamps are fully interchangeable with all sealed beam headlamps of the same voltage.

Car owners benefit from wonderful new safety features of all Vision-Aid Headlamps: The new, more powerful beam gives 80 extra feet of seeing distance down the right side of the road; filament cap and new lens design improve visibility in rain, fog and snow.

Most new cars and all earlier models are a big market for pairs of these safest of all headlamps—the Vision-Aid Headlamps with the E-Z Aim Platforms. See your Tung-Sol distributor for full details.

TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.

Sales Offices: Atlanta, Columbus, Culver City, Dallas, Denver, Detroit, Melrose Park (Ill.), Newark, Philadelphia, Seattle. Canada: Montreal.



80 EXTRA FEET

80 EXTRA FEET OF SAFETY... ACCURATELY AIMED!

"It's Sen-sational..."



...the selling we do for **TEXACO DEALERS !"**

Everybody knows this well-dressed man, Jimmy Durante. Three Saturday nights out of every four, he brings his gags, his gals, his guest stars, and his famous line-up of fine Texaco products into millions of television-owning homes. The show is The Texaco Star Theater — on the coast-to-coast NBC-TV network.

TV is just one part of the huge Texaco advertising program: radio, magazines, newspapers, billboards, station display and many other sales-building promotions. They're *all* helping — every day — to sell Texaco Dealers, their fine products and their services to motorists all over the U. S. A.

THE TEXAS COMPANY



*No wonder **TEXACO DEALERS** are such busy dealers!*



Why the "fires up"

News of this revolutionary advance in spark plug design is rapidly sweeping across the nation. Millions of car owners from coast to coast are being told the story of this all-new Auto-Lite Resistor Spark Plug with Power Tip that really "fires up" overhead-valve V-8 engines for top performance

Why the Power Tip?

65% of all cars built in the last five years have overhead-valve engines. No advancement in spark plug design was made to match this improvement until Auto-Lite developed the new Power Tip which is completely "ignition-engineered" to improve performance in these higher horsepower, higher compression engines.

What does it do?

The projecting ceramic tip . . . the Power Tip . . . extends the spark gap inward toward the center of the combustion chamber. Thus, ignition occurs closer to the heart of the fuel mixture, resulting in positive ignition at all speeds and more even and complete burning of the fuel.



OFFICIAL nation-wide announcement of this revolutionary new Auto-Lite Resistor Spark Plug with Power Tip was made to editors of leading automotive trade publications. They donned white coats to view tests which proved the superiority of Power Tip. Above picture taken in the Auto-Lite engineering laboratories in Toledo, Ohio.

and economy at all speeds. You'll find the information on these two pages well worth a thorough reading right now. For here are the answers to questions your customers will ask when they drive in for advice and service. Be prepared to give them these answers quickly and convincingly.

What are the results?

Frequent testing has proved that in many cases the fuel mixture can be made leaner. Obviously, the result is better economy with no sacrifice in power or performance.

How does it improve engine performance?

The limitations of heat range in various types of spark plugs formerly posed a constant problem for the service men. "Hot" plugs were recommended for city driving but frequently caused pre-ignition at higher highway speeds. "Cold" plugs filled the bill for fast highway speeds but often fouled at slower city speeds. Power Tip functions efficiently at *all* engine speeds.



COMPARE these two center electrode alloys and you have positive proof that the Power Tip alloy has what it takes. The Power Tip alloy and a sample alloy used in a conventional spark plug were subjected to four hours' exposure in a 1650° F. lead bromide atmosphere. Note that the conventional electrode (top) is badly pitted and lost 33.05% of its original weight, while the Power Tip electrode is practically unmarked. It lost only 6.45% of its original weight.

AUTO-LITE POWER TIP engines at all speeds!

What about customers?

Its efficiency at all driving speeds does much to overcome customer complaints. By getting hot faster at low speeds, Power Tip resists fouling because better combustion burns deposits away clean. And, at highway speeds, Power Tip checks destructive pre-ignition because the tip gets full benefit of cooling intake gases.

Is it tried and tested?

Auto-Lite has conducted transcontinental tests with some Power Tip equipped cars travelling as many as 28,000 miles. Others were subjected to 24-hours-a-day driving, 7 days a week over open highways and under stop-and-go city driving conditions.

Who did the testing?

An important independent research laboratory installed Auto-Lite Resistor Spark Plugs with Power Tip in their test cars operating in a Southwestern state, and the results again verified all other road tests conducted by Auto-Lite. This firm also conducted exhaustive tests in cars driven under traffic jam conditions to record superior engine performance under these severe conditions.

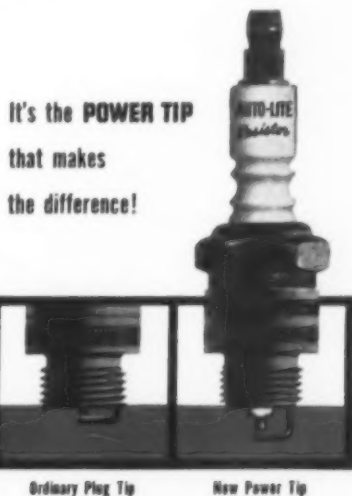
Is it available now for all cars?

Power Tip fits all these cars with overhead-valve V-8 engines using 14 mm. spark plugs: Buick, Cadillac, Chevrolet, Chrysler, DeSoto, Dodge, Plymouth, Ford, Hudson, Imperial, Lincoln, Mercury, Nash, Oldsmobile, Packard, Pontiac, Studebaker.

Power Tip opens a vast new market to boost your profits in 5 ways!

1. Power Tip is the *first and only* spark plug that works at peak efficiency at all speeds in all overhead-valve V-8 engines using 14 mm. spark plugs. Owners of these cars are immediate prospects.
2. Power Tip is specified as original equipment on many leading makes of our finest cars—enables you to take advantage of this huge ready-made market.
3. Power Tip eliminates guesswork, reduces profit-robbing "come backs."
4. Power Tip increases customer satisfaction, hence increases your sale of other products and services.
5. Power Tip eliminates the necessity for carrying special hot and cold plugs for overhead-valve V-8 engines, gives you faster turnover and more profit.

Call your jobber for a supply of Auto-Lite Resistor Spark Plugs with Power Tip. You'll find it good business to have them on hand and recommend them to your customers. Do this today!



AUTO-LITE RESISTOR SPARK PLUG WITH POWER TIP

THE ELECTRIC AUTO-LITE COMPANY—TOLEDO 1, OHIO

ALL 1
FROM INGOT TO FINISHED PISTON...

All under 1 roof

TRIPLEX PISTONS



Complete manufacturing facilities mean . . .

- UNIFORM HIGH QUALITY CONTROL!
- BETTER DELIVERY SERVICE!
- COMPETITIVE PRICES!

WHAT a power-packed sales story! TRIPLEX customers enjoy all the advantages of a completely *self-contained* source—including our own Smelter, Foundry, and Machine Shop! This single, massive production line makes possible *direct control* throughout every manufacturing operation . . . resulting in unsurpassed quality and service. Yet TRIPLEX Pistons are *competitively priced*, to build volume sales and steady repeat profits for you!

Order from your Jobber



Triplex OFFERS ALL THESE SALES FEATURES:

- Classified Skirt Diameters
- Color-Classified Pin Holes
- Tin-Plated at No Extra Cost
- Precision Weight-Balanced Sets
- Passenger Car & Truck Pistons
- Warehouse Distribution

TRIPLEX CORPORATION OF AMERICA
PUEBLO, COLORADO





"PUROLATOR:

Best for ALL cars!"

... that's what NASCAR drivers say. And, mister, they know! And everyone knows that they know! Because these men drive, hour after hour, at speeds so great, in dust and dirt conditions so bad that 100's of their miles are tougher on oil filters than 1000's of anyone else's miles.

This season—**REMEMBER:** You'll make more friends faster, bank more money, with the new Silver-Jacket Purolator Micronic—the filter that's engineered to fit *all* cars—and tough enough to take today's tougher driving!

PUROLATOR

America's No. 1 OIL FILTER

PUROLATOR PRODUCTS, INC., Rahway, New Jersey; Toronto, Ontario, Canada

Best for ALL dealers!"

... that's what dealers say—say so, because they know Purolator is first and finest—proved by 1,000,000's of miles of everyday driving in cars of all makes—proved by going on two years of NASCAR testing. What's more, dealers know Purolator—backed by powerful sales and advertising effort—backs its dealers with the best profit-proposition the industry has to offer.

"Purolator" and "Micronic," Reg. U. S. Pat. Off.



★ SHOW-TIME ★ in the SOUTHWEST

HOUSTON — MAY 10-11-12-13, 1956
Showcase of Automotive Merchandise

it's the *Exciting*

BIG



The magnificent Sam Houston Coliseum will house the 1956 Southwest Automotive Show. The building is completely air-conditioned.

SOUTHWEST AUTOMOTIVE SHOW

The Exhibitors

➡ The nation's leading Automotive Manufacturers will show their most modern developments in products and service equipment. Displays and demonstrations will be conducted by factory experts.

The Sponsors

➡ A record number of Sponsoring Jobbers of Texas, Oklahoma, Arkansas, Louisiana and New Mexico join together to assure the greatest merchandising event for automotive products and service equipment ever held in the Southwest.

Items of Interest for Trade Visitors

➡ Everybody in the automotive trade should make plans now to attend the Show . . . garages, repair shops, wholesalers, dealers, service stations, fleet owners and operators, buyers of all kinds of automotive supplies and equipment.



COMPLIMENTARY TICKETS FOR ALL AUTOMOTIVE TRADE PERSONNEL AVAILABLE FROM SPONSORING JOBBERS



SOUTHWEST AUTOMOTIVE SHOW, INC.

617 FIDELITY BLDG.
DALLAS 2, TEXAS

This is why...

A disabled vehicle is a sitting duck for a highway pile-up.

Till now, there has been no way for a driver to alert traffic to the sitting duck hazard created by his disabled vehicle until he got out of the cab and placed the required flares.



ATA wants it...

American Trucking Associations, Inc.

(Excerpts from)

ATA Recommended Equipment Specification E-3-1955

- 6.01 Front turn signals shall be of the double faced (amber to front, red to rear) Class A, Type 1, mounted in accordance with SAE mounting specifications except when impractical due to vehicle design.
- 6.04 Turn signals shall be wired in such a manner that they will flash simultaneously to indicate vehicle disability.

Signal-Stat has it...

Sigflare, the multi-purpose signaling system that conforms with every new ATA Lighting and Wiring Recommendation. With as few as 4 lamps and 1 switch Sigflare provides:

- A — The most powerful Class A, Type 1, directional signals on the market with Double Face Lamps for front mounting and rear lamps to suit your individual installation.
- B — The flare feature with positive pilot action that instantly and simultaneously flashes all 4 signal lamps to warn oncoming traffic that the vehicle is disabled.
- C — 2 Stop Lamps as powerful as Class A, Type 1, signal lamps.
- D — 2 Tail Lamps as powerful as the law allows.

For more information about Sigflare and a complimentary copy of the new ATA Lighting Recommendations, see your jobber or write to:



With Signal-Stat #800 switch and heavy duty flasher, one set of lamps does it all.

Signal-Stat

DIRECTIONAL SIGNALS • SWITCHES • FLASHERS
Signal-Stat Corporation, 523-39 Kent Ave., Brooklyn 11, N. Y.

Sigflare available for passenger cars too. Florestat converts already installed signal lamps to double as disability lamps.

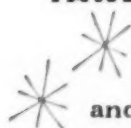
V.I.P.





DELCO DRY CHARGE BATTERIES

TAKE THE WORRY OUT OF STOCKING BATTERIES


 with a new convenient electrolyte package
 and a battery that can be stored indefinitely

Imagine! A battery that can be stored indefinitely—and still be as fresh and full of power as the day it was made, once you add electrolyte. That's Delco for you. And that's why it's Delco dry charge batteries for me, from now on!

As for the electrolyte, Delco's figured that one out, too. All you do is rip off the top of the handy, disposable container, pour in the electrolyte—and, man, that battery's rarin' to go!

You can store odd sizes as well as popular sizes, knowing that they can't get old before they're sold. Speaking of sizes—Delco has them all. Six and 12-volt capacities, four fine lines that fit every purse and purpose, and new longer warranties.

Yessir, it's a cinch to stock Delco Dry Charge Batteries.



PARTS SALES



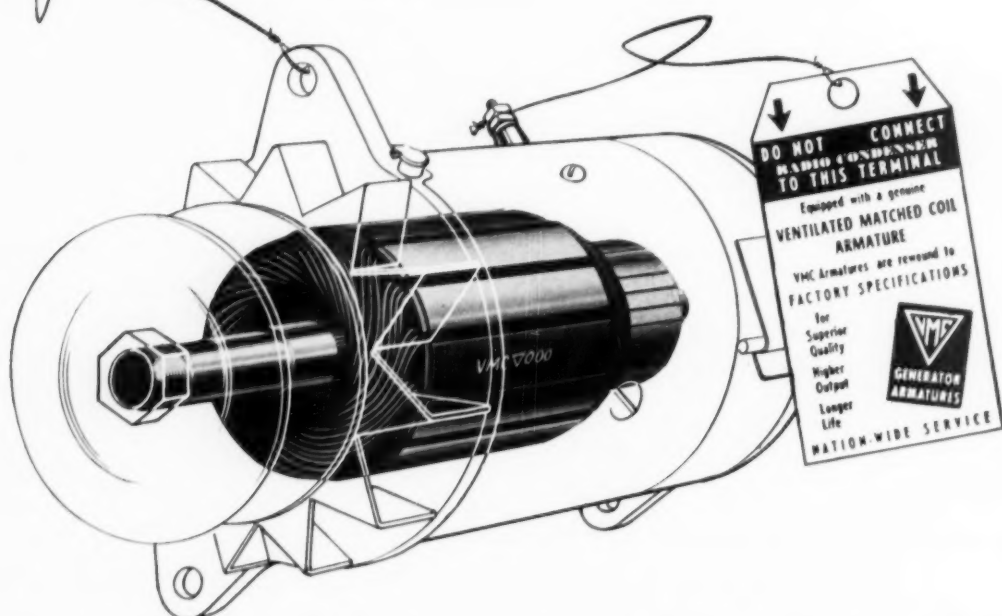
TUNE IN | ON TV... Spectacular "Wide Wide World," on NBC Network.
 ON RADIO... Lowell Thomas Newscast on CBS Network. See local listings for time and station.

GENERAL MOTORS LEADS THE WAY—
STARTING WITH DELCO BATTERIES

TAGGED AS TOPS

APPROVED

by Jobbers,
Electrical Service Men
and Garage Men
from Coast to Coast



BUY REBUILT GENERATORS WITH VMC ARMATURES

You will be assured of better, more dependable generators with longer life and higher output when you insist on VMC. VMC generators are equipped with ventilated, matched coil armatures

which duplicate the original in appearance and performance. VMC armatures are rewound to the original specifications for wire size and number of turns.

KNOW WHAT YOU BUY
BUY WHAT YOU KNOW
—AND BUY
THROUGH
YOUR JOBBER



THE VMC SYSTEM

FACTORY METHOD RECONDITIONING

LOCAL SERVICE • NATION-WIDE

STATION D

ATLANTA • GEORGIA

Our Best Salesman: Lube Rack

By **ROBERT L. SCANLAN**

Service Manager, Palmer Ford, Inc.
Hyattsville, Md.

ABOUT 25% of our service volume comes from the lube rack.

When we put out a mailing in the spring and fall on a special that includes lubrication, we up our repair volume by around 50%.

Our customers appreciate our bumper - to - bumper inspections when they bring their cars in for lubrication. They tell us so.

They come back and report to us their cars are operating more smoothly than ever and they are glad we checked steering and corrected it. Or that we called a leaking shock absorber to their attention. Or that we went to the trouble on our own to pull a wheel and check brake lining.

They appreciate it because we save them money when we catch minor defects. When we replace wornout parts, we keep their cars operating more efficiently, more economically and more safely.

They regard inspections as an extra service thrown in with lubrication that other shops do not always take the time or trouble to do. It takes but a few minutes more but we, too, find inspections paying off — not only in good-will but in service volume.

We are alert to the detailed operation of a car from the moment we bring it in from the lot where a customer has left it until we put it back in a customer's hands. As we drive it into the shop, we test foot brakes and note hand brakes. We check operation of the transmission. With work order at our side, we are prepared to put down any adjustments, repairs or replacements that we come across.

If we note that the brake pedal goes too far down to the floor or that the handbrake is slack, we make notes and call this to a customer's attention.



Top: A loose idler arm is pointed out to customer by Mechanic Schmidt.
Above: Dirty oil indicated need for replacing the oil filter cartridge.

As we put the car on the rack, we note tires for stones, nails, cuts, bruises. We go over the exhaust system and check muffler and tailpipe. If the customer has asked for an oil change, we continue lubri-

cating while the oil is draining. From the chassis we go to the front-end and check for loose steering parts. We observe shock absorber for any leakage.

In older cars we always check

- Drain Radiator, tighten and inspect hose
- Install Rust Inhibitor
- Clean, repack and adjust Wheel Bearings
- Check Brake Lining
- Adjust Hand Brake
- Adjust Foot Brakes
- Inspect Muffler System
- Check Shock Absorbers
- Clean and refill Air Filter
- Minor Tune Up
- Clean and set Spark Plugs and Points
- Adjust Carburetor

Special Spring Price

\$8.45

Parts Extra

Palmer Ford, Inc.

Fifty per cent of the shops answering a survey last month reported their volume down. Have you done much to kick up your sales? The postcards shown on this page have been a kicker-upper in this shop.

frame. We take special note of emergency brake cables. Brake adjustment is noted. If a customer has given us a go ahead on this, we proceed and make adjustment. Otherwise, we just put it down in our work order and wait until the customer turns up. Brakes in serious condition that should be taken care of before a car leaves here are called to the customer's attention by telephone. We then lubricate the door hinges and striker plates.

Next we go under the hood to work on the engine. We notice if the oil drained was dirty. If it was, we recommend an oil filter cartridge replacement. The cross-over exhaust pipe is examined for leaks. We check for water leaks in the radiator hose and connections. In the winter months we test anti-freeze.

The water in the radiator is ob-

served for rust and an inhibitor recommended where necessary. We give the engine a checkup and if it misses, is slow in pickup, or indicates other failures, we report this to our customer. The windshield wiper blades are operated for efficiency.

Inspections reveal needed repairs.

We had a customer come in for a lubrication, and the job might have ended right there if we had not noticed that he had 24,000 miles on his car, and decided to pull a wheel. We showed him that he needed a brake relining job. We also did a front wheel bearing repack job and replaced grease seals. This brought a \$23 sale.

On a lubrication job we always check mileage. It is routine for us to pull a wheel on a car with 20,000 to 30,000 miles on it. Brake linings should be checked.

A '54 Ford that was driven in here for a lubrication job had a faulty muffler that was noisy and leaking. We showed it to the customer and he agreed to let us replace it. This brought a \$15 sale.

Most common repair to be found on a car is steering gear adjustment and front-end alignment. We put a car on our front-end machine to show the customer alignment is necessary. If he agrees to let us proceed, this brings an added sale of about \$8.

From the time a car is sold, we stress preventive maintenance. Your average customer will not bring in a car for regular checkup periodically. As long as a car appears to be running all right, your customer will not look for trouble. We feel it our responsibility to inspect and keep our customers' cars in efficient running condition. The time to do this is during lubrications. We pay our lubrication mechanic an incentive of 2% on parts to be conscientious about inspections.

• • •

What's the Most Profitable Shop Service?

Is front-end service the most profitable? What are the facts as shown by the records maintained by the operators over the South and Southwest?

Next month a comprehensive report will be published to show what the shops are doing and with what success.

This report will stem from replies to a questionnaire which has been mailed to 400 dealers and 400 independent shop owners.

The survey will include not only the figures taken from readers' books but will embrace the comments of managers on what their records set forth.

Where there are outstanding instances of promotions which have increased the activity in some phase of a shop's operation, they will be covered. Where appropriate, illustrations of these promotions will be incorporated in the article.

FALL SPECIAL!

- ✓ Inspect, Tighten Radiator Hose
- ✓ Inspect, Tighten Heater Hose
- ✓ Install Anti-Freeze
- ✓ Change Transmission and Differential Oil (conventional type)
- ✓ Lubrication
- ✓ Change Oil
- ✓ Change Oil Cartridge
- ✓ Check Battery Condition
- ✓ Clean and Adjust Points
- ✓ Clean and Adjust Plugs
- ✓ Check and Adjust Timing
- ✓ Adjust Carburetor
- ✓ Adjust Foot Brake
- ✓ Adjust Hand Brake
- ✓ Check Master Cylinder Fluid Level

\$7.85

(Parts and Anti-Freeze Extra)

It will be a pleasure to "Fall Special" your car at your convenience

Palmer Ford, Inc.

3110 Hamilton Street, Hyattsville, Md.
WAfield 7-0900

To impress on customers the importance of lubrications every 1,000 miles, we issue free lube booklets for 13,000 miles to our trade.

In the spring and fall we send out 2,500 postcards to customers in our service files, offering a special that includes lubrication. During these special offers we have a large sign in the entrance to the shop announcing the items included in the special, and a smaller sign at each mechanic's workbench to keep before him the items going into the special. It also serves as a talking point with customers waiting around or watching their cars being repaired.

Lubrications and inspections go hand in hand. The test of customer satisfaction with our procedure of inspecting as we lubricate is their constant request to "Let Smitty lubricate my car."

Why an Association Can Aid Garagemen

A veteran of 39 years in this industry looks at the service market and cites what might be done to improve things.

By O. C. HOLADAY*

Vice-President and Manager, Service Division
Ramsey Corp., St. Louis, Mo.

THE repair portion of the automotive industry has, historically, been divided into two specific categories:

A. Car dealers.

B. Independent repair shops.

Each one is competing with the other for the car owner's business. Let's take a few minutes and analyze these two great competitors and see what might be done by you, who represent the independent repair shops, to maintain or improve your position in this "survival of the fittest race."

To a large extent, the fundamental liberties of a free country, such as ours, are based on the natural law of survival of the fittest. If we look into the future of these two great competitors, this survival of the fittest law will continue to apply. It is my belief that this industry will be most healthy if both competitors are able to maintain themselves with the high degree of efficiency rather than one becoming stronger and the other one weaker.

I feel that in order to maintain this balance of efficiency between the two, the independent repair shops need to find ways and means of strengthening their position, as I do not believe they are as strong proportionately, today, as they were 20 years ago. The car dealer has been in a lush market through the sale of new cars; he has been able to build a beautiful building,

procure the finest equipment and his mechanics have had the advantage of excellent training and educational facilities from the car factory.

Strong advertising—in which dealer and manufacturer participated in the cost—has maintained a high volume of repair business in the dealer shops.

The strong competitive position which he occupies is based funda-

mentally on the following four facts:

1.—The car dealer has the original contact with the owner, and any business the independent gets must be taken from some car dealer.

2.—The car dealer averages to have better, more attractive buildings and more up-to-date shop equipment.

3.—The car dealer's mechanics have better sources of technical information and factory training.

4.—The car factory, together with dealer participation, provides much more efficient advertising and sales programs for the car dealer to use.

The dealer is at a disadvantage, however, in that he has this special training only in the car which he sells, and to the local car owners he is a specialist on that particular make of car only.

This is a handicap in competing with the strong independent repair shops, as is the fact that he is limited, largely, to the use of replacement parts furnished only by the car factory which he represents.

The independent repair shop has generally operated in an extremely independent manner. In the first place, he is generally a spot buyer. He divides his business among several different sources of supply; second, he lacks a source of supply on mechanical training and educational material for the highly

(Continued on page 110)

*From the Past He Looks Ahead

Here are excerpts from an address April 7 before the annual convention of the Independent Garage Owners of America at Wichita, Kan. The speaker has been a part of the industry for over 39 years—seven with a vehicle manufacturer and 32 in every phase of automotive repairing. From 1917 to 1920 he was in the accounting department of Republic Motor Truck Co. of Alma, Mich., was production manager of Transport Truck Co. of Alma from 1920-23 and from 1924-27 was service manager of Bendix Brake Co., South Bend, Ind. From 1931-39 he was replacement sales manager of Bendix Brake and from 1939-52 he was vice-president and sales manager of Ramsey Corp., St. Louis, Mo. Since 1952 he has been in his present capacity. Practically all his life he has believed in being able to do automotive servicing with his own hands, best equipping him thereby for his keen interest in the service market and its tremendous problems. When with Bendix he had a crew of 34 men in the field calling on garages, teaching the garagemen how to adjust four-wheel brakes. Later he had under his supervision a school for mechanics for all types of brakes and power brakes, motor tune-up and carburetion, frame straightening, wheel balancing and other chassis work. He has been a principal owner of a brake service station in Chicago since 1929 and is chief owner of a garage in Texas.





Laboratory Doings Assure—

Tomorrow's Cars Will Be New!

By L. H. MIDDLETON

Vice President and Director of Engineering
The Electric Auto-Lite Co., Toledo, Ohio

THERE is something about the automotive industry that creates in people what almost amounts to the burning curiosity of a child before Christmas. No sooner are one year's models unveiled than the speculation begins about next year's designs and improvements.

A man whose hopes lie no higher than a second-hand automobile that has been driven 40,000 miles anticipates the introductions of new models perhaps just as much as the well-heeled fellow who buys a Super Eight with all the accessories every year.

It's a national pastime nearly everyone enjoys.

At social affairs, one of the questions I am most frequently asked by laymen is: "What is the car of tomorrow going to be like?"

There are two approaches that can be taken in replying to this inquiry.

One is to polish the crystal ball and probe deeply into the future to describe things that *might* come about. An example of this is the prediction that cars on superhighways of the future will be guided automatically by electronic or other means, leaving the driver free to play gin rummy or read the morning newspaper. Such a device is not improbable, considering the tremendous strides that have been made even in the past decade or two. Unlike cars, human beings cannot be improved each

year; their reaction time, their depth perception, their muscular coordination remain the same. Whether it be a metal strip imbedded in the highway which would guide the car electronically or some other device, it certainly would eliminate the human element which is causing considerable concern with our present limited network of superhighways.

You will hear talk, too, of a device which would automatically govern the velocity of a car as it approached a speed zone. Conceivably, a sending unit at the approach to the speed zone would transmit a signal which would activate a governor in the car, making it impossible for the driver to exceed the allowable speed limit. After the car had passed through the area, the driver would be able to resume his highway cruising speed.

But these devices and others are pure conjecture at this time. They are by no means in the realm of science fiction, but neither are they likely to be adopted in the immediate future.

However, a great deal of engineering research is going into more down-to-earth ideas. Electronics is an immensely vast field whose resources are just being tapped in connection with these developments.

Since I don't profess to be an oracle, I prefer the second ap-

The "Boss" Kettering of Auto-Lite pulls aside the curtain to hint at what's ahead for 1957 as well as 1967. As keen competition for new-car sales will bring on introductions by late summer, his remarks are keyed more closely to facts—not to fancy alone.

proach to discussing tomorrow's cars. It is based on projecting today's engineering achievements and taking into consideration current trends. The outlook still is exciting and dramatic, even though it is not so visionary as approach number one.

Consider horsepower, for example. In the brief span between 1950 and 1956 the average horsepower of American passenger cars increased 86.5%, from 111.0 to 206.8. All indications point to a continued and steady climb in horsepower, at least for the next few years. The 1957 models will have a five to 12% increase in horsepower over this year. By 1960, the average passenger car will have under its hood about 287hp.

This increased horsepower will be attained from a number of engine improvements — increased compression ratios, freer breathing induction systems and higher engine speeds.

Naturally, engineering problems go hand-in-hand with these developments. Cooling and manifolding with increased horsepower will become more and more difficult because of the wider spread between road load requirements (which remain fairly constant) and the maximum potential horsepower.

Higher compression ratios will require higher octane number fuels. Thermal efficiency will be increased along with fuel economy. For the past ten years, engineers have sought to improve the efficiency and gasoline economy of the present reciprocating engine by increasing compression ratios. Some believe that increasing compression ratios is the answer to many problems. Most of today's cars have compression ratios of $8\frac{1}{2}$ or $9\frac{1}{2}$ to 1. Eventually, when improved fuels are made available, we will approach compression ratios in the neighborhood of 12 to 1, which borders on the diesel engine field. I believe it would be difficult to sell an engine with

high pulse power ratios, such as the diesel has, for automotive application.

The V-8 engine with overhead valves will continue to grow in popularity, although the in-line six engine will continue to be produced at least for the next few years, because it lacks complexity and thus is relatively inexpensive. There is little likelihood that a V-6 engine will be developed since it would cost just about as much to produce as a V-8.

A considerable amount of talk in the industry today is about the gas turbine engine. In all probability, the gas turbine engine will not appear in the family car for eight to ten years, although it will be seen sooner in low-volume special applications, such as sport cars. There are still innumerable problems, most of them metallurgical, that must be overcome before gas turbine engines can be produced in volume.

Many persons outside the industry ask why a practical gas turbine engine to propel their vehicles cannot be manufactured when the Air Force and the aircraft industry seem to have the problem licked. Let me say this: There is a tremendous difference between operating a gas turbine engine in a high-flying airplane and operating one in an earth-bound automobile.

Of course, the gas turbine has a number of very fundamental advantages, the most notable of

which are simplicity and efficiency. It can be used in a direct drive, with no transmission. It permits economies in the lower speed range.

There is little doubt that the gas turbine engine is the heir apparent to the reciprocating engine. But its application will not be

overnight. Rather it will be gradual and over a period of time.

Another much-discussed development in the industry is a combination heating and air-conditioning unit.

The automotive industry is taking a new look at air conditioning and heating and studying new methods designed specifically for automobiles. Present systems are merely adaptations of room air conditioners and refrigeration. Now with a fresh approach, great strides are being made. New systems conceived solely for automobiles and using the heat energy available from the engine are being developed. Some rather revolutionary work is being done in this field.

I don't want to imply that these improvements will make their debut next year or even the year after. But they are in the works, and when they are perfected, a not-too-expensive combination heater and air conditioner will be made available to the public.

Some innovations that are likely to be seen on 1957 cars, however, include lower silhouettes (two to three inches lower), increased horsepower (as mentioned before, up to 12%), electro-hydraulic installations (which will operate a variety of accessories), possibly two sets of headlights

(Continued on page 102)

He Lives in the "Future"

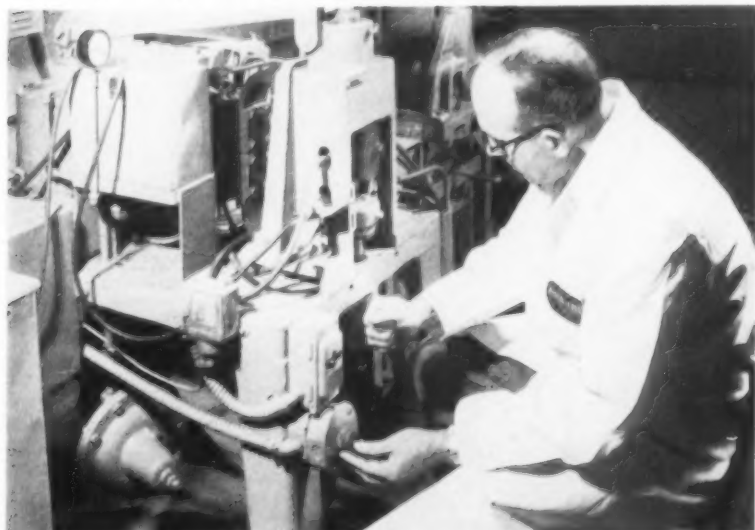
"Les" Middleton's job depends on his ability to guide his engineering and research staff accurately into what tomorrow's cars will be sporting. His is the job of gauging what public fancy not only will want



but what that same fancy will stand for on cars not yet even made—a task made no easier by the fact that Auto-Lite is a big supplier of original equipment for car factories. At the many press conferences in recent years he has proven to be an excellent prophet, although in his article here he claims no such ability. Much of his time is spent in Detroit going over plans for future cars with factory designers and engineers, which may account for only brief hints in some of his remarks here. In his position he often has to know what's coming, but everyone knows how jealously the factories guard details of next year's models. From the laboratories he supervises

come all sorts of things, some which quickly appear on motor vehicles and some which are abandoned when found impractical or otherwise undesirable. At any rate, as you read his own observations, bear in mind he is in no position to be wrong on many of the conclusions he reaches because he must live in the "future"!

All sorts of experiments are going on today in research. On gas turbines, Engineering Director Middleton says, "In all probability the gas turbine engine will not appear in the family car for eight to ten years, although it will be seen sooner in low-volume special applications, such as sport cars." Horsepower will continue on the up-and-up, he says, and air conditioning is due for some big alterations.





Simple alertness for worn shocks, such as jumping on the bumper, has helped in selling replacements.

With "Eyes Wide Open"—

Shocks Cushion Our Profits

By **MACK A. MOORE**
Owner, Moore's Service
Four Corners, Md.

SIMPLY by keeping our eyes open we sell about one set of shock absorbers a week, or a conservative estimate would be more than 50 sets a year.

That's quite different from back yonder when we let customers sell themselves on shocks.

It has been estimated that within two years 17,000,000 cars will be of an age to make them candidates for shock replacements. A little alertness and explanation of the functions of shock absorbers should enable us to increase our own share of this profitable market.

If you've got shocks on your mind, you can sell them.

If you're conscious of how rough a ride bad shocks can give you, you are not going to let a customer drive out of your place with defective shocks.

I had to have a little personal experience in my truck jolt me into awareness of shock absorbers, but once I saw the difference between a really smooth, relaxing ride from good shock absorbers and the nervous bobbing up and down you get from poor shocks, I could well appreciate what it would mean to my customers.

That's when I started selling them. I watched for bad shocks on the lube rack when I was doing brake adjustments. In the driveway I was alert to them when changing tires for a customer's car. I began noticing loose ends—a leaking shock with a streak of grease running down the shock itself, worn bushings. I always recommend new shocks when rebuilding the front-end.

The truth is that your customers do not know the function of a shock absorber and guess wrong when they think they do or do not need shocks. It's up to you to tell them.

I had a man walk in here with a car hanging over on one side and tell me to put in a pair of shocks to straighten it out. A shock absorber controls the movement of the body of a car from the chassis. It is not a reinforcing object that controls the tilt of the body. The tilt of his car had nothing to do with shocks.

Most customers blame a rough, bumpy ride on the roads. Like the woman who drove in here complaining that she wished the highway department would do some-

thing about the terrible condition the roads were in. She let us take a look at her shock absorbers.

When we explained that bad shocks were jarring her springs, wearing out moving parts and causing the rough, bumpy ride she had noticed, she agreed to a replacement. A week later she dropped by to report how nice and smooth the roads were since she had had new shocks put in her car!

We do all our selling by personal contact. We sell shocks to customers on the basis of better car performance and greater car efficiency, greater economy and savings, and safety. We guarantee a smoother ride or money back. A new set of shocks means lower

(Continued on page 100)

Many motorists don't understand a shock's operations. With a cutaway for demonstration, Garageman Moore finds an explanation easy to make.





Oscar Dailey explains to customer that a new compressor is his best assurance of care-free performance while he points out where a seal may possibly blow.



There is no leak in this part of the system, Dailey advises him. The better the customer is acquainted with the system, the easier he becomes to deal with.

Air Conditioning Is Big Here

ROLLINS Motor Co. (Lincoln-Mercury) has built an enviable air-conditioning service in El Paso, Texas, servicing, on an average, some 200 units a month during the five-month season.

In El Paso automobile air conditioning isn't exactly a luxury item. The desert winds are hotter than the chamber of commerce would have you believe. And, during the summer months, for weeks at a time there's never a cloud in the sky. This brings us up to one important factor: motorists with air conditioning expect it to work. And the servicing takes skill and time.

"Not that the systems are temperamental," said Oscar Dailey, Rollins' air-conditioning expert. "Sometimes the symptoms are misleading."

Many times there is nothing out of order with the system other than it's noisy. The car owner may figure he had better get rid of the noise to protect his investment.

According to Fred Sword, service manager, car owners who have invested an extra \$500 in an air-conditioning unit expect the ultimate in performance. Consequently, it takes a little explaining to assure the customer there is nothing wrong with his unit, even if it doesn't cool his car the moment the system is turned on.

By C. Thomas

Needless to mention, this explanation cannot be left up to the mechanic to do. Otherwise, he'd have no time for work. And work he must, during the season.

"It takes, on an average, three hours to take care of an air-conditioning job," said Oscar Dailey. "And, as far as I know, there are no short cuts. It takes time and

In the first service job for the season, Dailey says he can expect system to need recharging. During the hot months the shop may service 200 a month, with the bills totalling \$25 to \$40.



patience to trace down the average complaint."

Sometimes there is nothing more serious than a rumbling noise which is caused by vibrations following the pipes up and magnifying it through the outlets. The remedy is either brought about by anchoring the pipes more securely to the fender panels or by anchoring them elsewhere. Too, though not often, the rumbling may be caused by the compressor.

When it comes to the compressor, Dailey proceeds with a great measure of caution. When there is any question about the compressor, he suggests a replacement unit. For one thing, no system will perform satisfactorily unless the compressor is functioning perfectly. And a misbehaving compressor can be the cause of seal trouble.

"We couldn't possibly release a job unless we were positive we had fully corrected the trouble," said Fred Sword. "For, if we delivered a job, correcting one thing and overlooking another, we would have a comeback. In this type of service, the shop cannot afford comebacks."

Reason: In the average service job, labor and materials will run about equal, but this doesn't hold true in air-conditioning service.

(Continued on page 98)

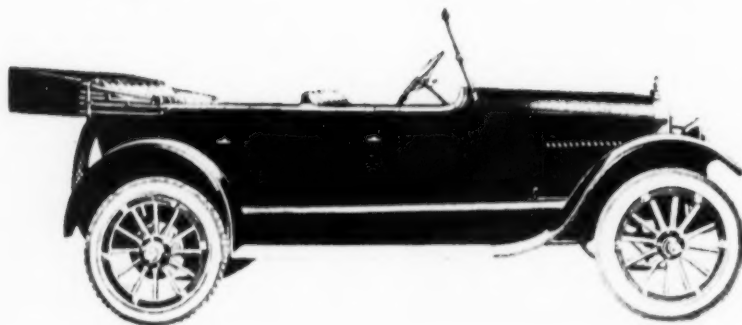
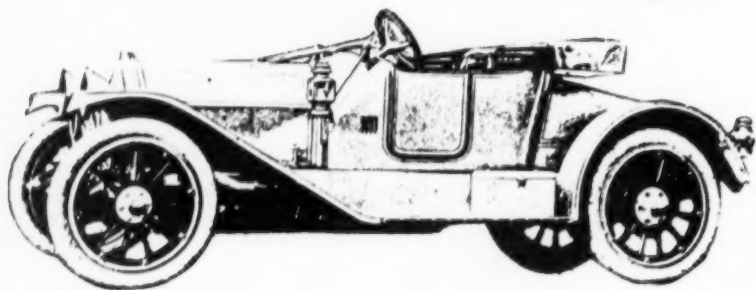
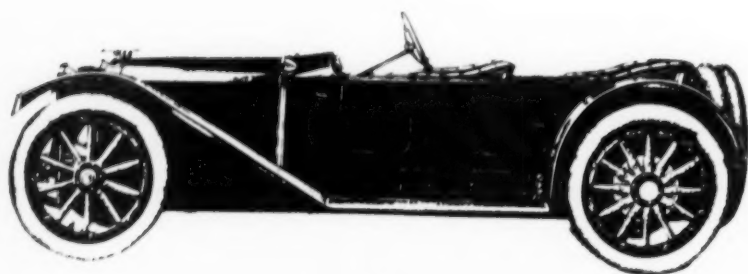


Gilbert Waters of New Bern, N. C., might have been the Henry Ford of the South had his fellow townsmen been interested in his horseless carriage back during 1903.

The South Had Its Henry Fords

Detroit didn't get its position today until it whipped many upstarts, including the ones who tried in the South despite a host of handicaps

By Paul R. Hayes



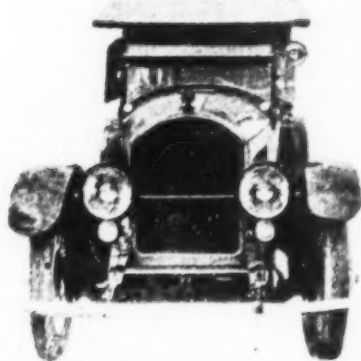
IF THE townsfolk of New Bern, N. C., had been less skeptical in 1903, Gilbert Waters might have been the Henry Ford of the South and the Neuse River the Rouge of Dixie.

For the same year that Ford and his associates opened their Detroit factory with a working capital of \$28,000, Waters tried unsuccessfully to interest friends and neighbors in backing his own gasoline-powered buggy.

His effort came ten years after the nation's first successful automobile exploded like a Chinese firecracker through the quiet streets of Springfield, Mass., with J. Frank Duryea at the tiller.

By the turn of the century the backyards of America echoed with the hammering, thumping and filing of monkeywrench mechanics building their version of the then rich man's toy that was to evolve through 1,686 nameplates into today's 17. Many of those backyard

At top left: "The Car of Absolute Exclusiveness," wrote the advertising copywriter of the 1912 Norwalk Underslung Six, delivered at Martinsburg, W. Va., for \$2,950. Left center: The sporty 1912 Kline Kar was made at Richmond, Va. Left: Made at Lynchburg, Va., the 1923 Piedmont could be had in a choice of two engines but only one color, green.



This 1921 Premocar Special, made between 1921-22 at Birmingham, was one of the South's last efforts to set up a "little Detroit." Some localities in the Southwest also tried their hands.

builders invested their life savings and, carried away by enthusiasm, found themselves in a business made frustratingly slow by lack of capital, plans and tools.

Nevertheless, 25 million horses and 10 million bicycles were headed for retirement when the first three of at least 62 automobiles spawned in the South made their debut in 1901.

All were "whistling billies" — the steam-driven Maryland of Luke, Md., Jenkins of Washington and Dawson, made at Basic, Va. None lasted beyond 1902 when the fourth, the Capitol and also a steamer, appeared.

A working model of an automobile found a few years ago at the University of Maryland Pharmaceutical Laboratory — constructed by Dr. William E. A. Aiken, a professor at the college from 1838 until 1888 — reveals that the application of steam power to wheels was seriously considered in the South as early as the mid-1800's.

The Maryland, the Southland's first production "tea kettle," came in nine models priced from \$900 to \$2,500. Its makers boasted the two-cylinder engine would propel it 30 miles an hour and haul a half-ton load up a 15% grade. Financial troubles outsped sales, however, and the company closed its doors within a year.

The name was revived in 1904 as a gasoline-powered car when the Sinclair-Scott Co. of Baltimore, manufacturers of canning machinery, farm equipment and parts for other automobile makers, decided to capitalize on a debtor's bankruptcy that left them with a warehouse bulging with automotive odds and ends.

The steam-driven Jenkins was a special-purpose vehicle designed to carry 22 sightseers in hardwood and mirrored luxury. Although it was a familiar sight on the Washington tourist circuit for a number of years, limited demand brought a fast end in 1902.

Like many other firms, the Dawson people viewed the automobile as a sideline to their machinery business and introduced a car in the true buggy tradition, tucking the engine under the seat and using tiller steering. When the Dawson faded in 1902, the advertising copywriters were beating the drums for the Capitol Chariot, a \$1,200 job that carried four passengers.

It was no more fortunate than its predecessors, lasting a year before the fire under the steam car went out in the South except for a brief flicker from Texas in 1917 when the Lutz appeared.

The gasoline-powered Maryland stayed with toy tonneau and touring car styling during a five-year life that produced only 100 automobiles. At that, the company estimated each represented \$4,000 although the buyer only put out \$2,750. The difference represented the total cost of demonstration trips to the Eastern Shore of Maryland and other resort areas before prospects signed on the dotted line.

The Crawford began 21 years of (Continued on page 94)

Born and Died in the South

Name	Begun	Ended	Manufacturer	City
Dewabont	1899	—	Thomas B. Dewhurst	Lexington, Ky.
Maryland (s)	1901	1901	Maryland Automobile Mfg. Co.	Luke, Md.
Jenkins (s)	1901	1901	Jenkins Automobile Co.	Washington, D. C.
Dawson (s)	1901	1902	Dawson Mfg. Co.	Basic, Va.
Capitol (s)	1902	1903	Capitol Auto Co.	Washington, D. C.
Maryland	1904	1909	Sinclair Scott Co.	Baltimore, Md.
Crawford	1905	1924	Crawford Automobile Co.	Hagerstown, Md.
Shaum	1905	—	Shaum Automobile Mfg. Co.	Baltimore, Md.
White Hickory	1906	—	—	Atlanta, Ga.
Carter Twin Engine	1907	1909	Carter Motor Car Corp.	Hyattsville, Md.
Dixie-Tourist	1908	—	Southern Motor Car Factory	Houston, Tex.
Midland	1908	1909	Midland Motor Car Co.	Oklahoma City, Okla.
Washington	1909	—	Carter Motor Car Corp.	Hyattsville, Md.
Pioneer	1909	1911	Pioneer Car Mfg. Co.	Oklahoma City, Okla.
Marathon	1909	1914	Marathon Motor Works	Nashville, Tenn.
Spoerer	1909	1915	Carl Spoerer's Sons	Baltimore, Md.
Kline	1909	1924	Kline Motor Car Corp.	Richmond, Va.
Lexington	1910	—	Lexington Motor Car Co.	Lexington, Ky.
Anderson	1910	1926	Anderson Motor Co.	Rock Hill, S. C.
Corbitt	1911	—	Corbitt Automobile Co.	Henderson, N. C.
Norwalk	1911	1922	Norwalk Motor Car Co.	Martinsburg, W. Va.
Cogswell	1912	—	Cogswell Motor Car Co.	Grand Rapids, Tex.
Jarvis Huntington	1912	—	Jarvis Machinery Co.	Huntington, W. Va.
Cleburne	1912	—	Cleburne Motor Car Mfg. Co.	Cleburne, Tex.
Dixie	1912	—	Dixie Motor Car Co.	Frederic, Okla.
Independence	1912	—	Independence Motor Co.	Washington, D. C.
Ames	1912	1915	Ames Motor Car Co.	Owensboro, Ky.
Buckles	1914	—	T. E. Buckles	Manchester, Okla.
Hall	1915	—	Hall Motor Car Co.	Waco, Tex.
Bour-Davis	1915	1922	Louisiana Motor Car Co.	Shreveport, La.
Rock Hill	1916	—	Rock Hill Buggy Co.	Rock Hill, S. C.
Hanson	1916	1922	Hanson Motor Co.	Atlanta, Ga.
Dixie Flyer	1916	1923	Kentucky Wagon Co.	Louisville, Ky.
Ponder	1916	1923	Ponder Motor Mfg. Co.	Shreveport, La.
Lutz (s)	1917	—	G. H. Lutz	San Antonio, Tex.
Tulsa	1917	1922	Tulsa Automobile Co.	Tulsa, Okla.
Piedmont	1917	1923	Piedmont Motor Co.	Lynchburg, Va.
Geronimo	1918	—	Geronimo Motor Co.	Enid, Okla.
Texas	1918	1921	Texas Motor Car Assoc.	Fort Worth, Tex.
Climber	1919	1922	Climber Motor Corp.	Little Rock, Ark.
Alsace	1920	—	Piedmont Motor Car Co.	Lynchburg, Va.
Simms	1920	—	Simms Motor Car Co.	Atlanta, Ga.
Ranger	1920	1921	Southern Motor Mfg. Assoc.	Houston, Tex.
National Four	1920	1923	Kentucky Wagon Co.	Louisville, Ky.
Southern	1921	—	Southern Automobile Co.	Atlanta, Ga.
Moller	1921	—	M. P. Moller	Hagerstown, Md.
Lone Star	1921	—	Lone Star Motor Truck Assoc.	San Antonio, Tex.
Wharton	1921	1922	Wharton Motors Co.	Dallas, Tex.
Bowman	1921	1922	Bowman Motor Car Co.	Covington, Ky.
Premocar	1921	1922	Preston Motors Corp.	Birmingham, Ala.
Drake	1921	1922	Drake Motor Mfg. Co.	Knoxville, Tenn.
Innes	1921	1922	American Motors Export Corp.	Jacksonville, Fla.
McGill	1922	—	McGill Motor Car Co.	Fort Worth, Tex.
Paragon	1922	—	Paragon Motor Car Co.	Cumberland, Md.
Southern	1922	—	Southern Automobile Mfg. Co.	Memphis, Tenn.
Vaughan	1923	—	Irvine Auto Co.	Greensboro, N. C.
Dagmar	1924	1926	Crawford Automobile Co.	Hagerstown, Md.
Luxor (taxi)	1925	—	Luxor Cab Mfg. Co.	Hagerstown, Md.
Steinmetz (e)	1925	—	Steinmetz Electric Car Co.	Baltimore, Md.
Martin	1926	1931	J. J. Martin	Hagerstown, Md.
Calvert	1927	—	Calvert Motor Car Assoc.	Baltimore, Md.
Keller	1947	—	Keller Motors	Huntsville, Ala.

Note: (s) steam, (e) electric, — date of end uncertain.



His old wheel balancer was good for a doorstep, says the author (extreme left). His new one led to an overall shop volume increase of 35%. The sales program is



simple, as pictured here: Customer is shown unmistakable signs of uneven wear when he's in for some gas. The balancer then shows the need for a balancing job.

A Good Balancer Sells and Sells

By **CHARLES F. MANGENE**
Berwyn Esso Servicenter
College Park, Md.

WITHIN two months of investing in what we consider the best wheel-balancing machine on the market, we doubled our wheel-balancing volume and increased as a result our over-all shop volume by at least 35%.

It changed our station from average to a good lively station.

A good wheel-balancing machine brings in other volume. A front-end job always goes hand-in-hand with wheel balancing. After we've done wheel balancing, we get a wheel alignment.

Sometimes a brake job and wheel bearing repack result.

Sometimes we sell a set of tires.

We used to have a wheel balancer that did nothing more than keep the door open. It was so useless we used it as a doorstep. We could not convince a customer by this old machine. And since he could not see for himself what was happening, we missed a lot of work.

On our present machine a customer can see a shimmy even before the weights are put on. As you add weights, a customer is convinced his wheels are in need of balancing. He can see for himself the difference after balancing has been done how smoothly the wheels are running even up to 75 mph. There is barely any need for sales talk. The machine does your selling for you.

We always check tires when a

car is on the grease rack. We let no car pulling into the driveway for gasoline get away without a tire inspection that tells us about uneven wear. We offer a customer a free checkup on wheel balancing and let the machine do the talking. There's little selling once we spin the wheel on the machine.

We let the customer see a shimmy for himself. We might add that an off-balance wheel affects the bushings, kingpins, front - end parts, that his steering becomes unreliable and that he will not get the wear out of his tires that he paid for. If steering is unreliable, there's the matter of his safety involved. We point out that with balanced wheels, he will get a smoother ride and experience less driving fatigue.

A high percentage of customers permit us to do a wheel-balancing job. Usually this means a front-end job as well. A couple of examples will serve to show the kind of volume a good wheel-balancing machine can bring in.

When we pointed out to a customer who had come in for gasoline that he needed a wheel-balancing job, he allowed us to go ahead after he saw this. That meant \$4. His tires were worn un-

evenly, and we sold him two tires for the front for \$45. We also advised wheel alignment, which came to \$5.95.

In another case where our inspection and effort brought a \$3.95 wheel-balancing job, we found the need for brake relining, which came to \$20, and while we were at it, we advised repacking the wheel bearings, a sale amounting to \$1.50.

That is what we mean when we say a good balancer makes the difference between an average station and a good station. We wouldn't have had this volume without the checkup that convinces.

Every month we send out 300 postcards to our service customers, reminding them what services are due their car. We show when we last lubricated their car, when we last gave it a tune-up, repacked bearings, etc. On these cards we indicate a free wheel balancing is theirs if they turn up.

They come in, too, to collect. I believe car owners are appreciative of the importance of having wheels in balance, and good-will builds up for the shop that keeps its clientele informed.

The best advice I could give any shop eager for this kind of volume is to invest in a good wheel-balancing machine. It will more than pay for itself within a couple of months.

Save Their Lives and Make Money

By M. R. DARLINGTON, JR.

Managing Director, Inter-Industry Highway Safety Committee
Washington, D. C.

BUSINESSMEN in automotive industries can take advantage of a double-barreled business opportunity in May. This opportunity is National Vehicle Safety-Check, and it has heavy-duty appeal because it is one traffic safety activity that uncovers service business as a by-product.

New-car and tire dealers, independent garages and service stations will take part in a month-long program designed to help motorists maintain their vehicles in safe operating condition.

Those who take part will do so for good reasons. Only 13 states (including Delaware, New Mexico, Texas, Virginia and West Virginia only in the southern portion of the country) and the District of Columbia require periodic motor vehicle inspection. That leaves more than 46 million of the nation's 61 million vehicles without any official program of vehicle maintenance.

In other words, the lives of millions of our citizens depend on the chance that owners will maintain their vehicles in safe operating condition.

Still other statistics show 18% of all passenger cars are prewar models with the average age 6.2 years. These figures highlight the need for the voluntary vehicle safety-check program which has been growing each May since 1947.

In 1955 vehicle safety-checks of nearly one and one-half million vehicles showed one out of every five in need of maintenance attention.

This May automotive service establishments will again be urged to offer free, voluntary safety-checks of ten items affecting safe operating condition: brakes, front and rear lights, steering, tires, exhaust system, glass, windshield wipers, rear view mirror and horn. The checks will be made either at



places of business or in community programs having safety-check lanes set up on city streets.

National sponsors of this program are the Inter-Industry Highway Safety Committee and the National Safety Council, with *Look Magazine* as a co-sponsor for community programs. The sponsors provide "how-to-do-it" guides and manuals giving step-by-step help for conducting a program. Banners, posters and other promotional aids are also made available at cost for participants.

The Inter-Industry Committee and the National Safety Council have field representatives traveling throughout the country to meet with businessmen, public officials and local committees to help them plan vehicle safety-checks. National sponsors work with automobile and tire companies and other co-operating groups in urging their support of vehicle safety-check through their radio, television, newspaper, magazine and outdoor advertising messages.

Last May 422 communities and 17 counties organized and conducted their own safety-check programs. In each community, public officials and civic clubs—representatives of all segments of the

The NEED for this program

May is National Vehicle Safety-Check Month. Why is that important?

18% of passenger cars are prewar models. Average age of our cars is 6.2. There are 1,500,000 trucks over 12 years old. So says the Automobile Manufacturers Association.

Results of nearly 1,500,000 safety-checks made during this program last year showed one out of five needing some attention to one or more parts affecting safe vehicle operation.

Yet only 13 states require periodic safety inspections! If you reside in a state which lets cars "take a chance" on their safe condition, why not spur your force to watch out for safety needs of customers' cars? It's good business—and a humane thing—to make cars safe!

public—worked together to make safety-checks a cooperative and community-wide effort. Committees were formed, plans were made and hours of hard work contributed to give each city a week-long safety-check of its vehicles at check lanes set up on city streets and manned by mechanics lent by automotive service firms.

Where community safety-checks were not planned, new-car dealers, independent garages and others offered free vehicle safety-checks in their service departments. If community safety-checks were held, these same groups provided the technical help at check lanes as a public service so motorists got qualified safety-checks.

Part of the magic of vehicle safety-check's growth has been the success in turning a nationally planned activity into a cooperative community-wide endeavor. One vital element makes this a valuable traffic safety program. That is *participation!*

The physical process of taking a car to the check lane and having it safety-checked is an important positive action. Everyone, from the community leaders to the motorists, must do something! Not just listen, or look, or think, but *act!* Activity makes an impression. The publicity and slogans, the committee meetings and the special events

(Continued on page 84)



SOUTHERN JOBBERS and FACTORY MEN

Better Cost-Accounting Is Needed

By Hal M. Newsome

WITH the national average of jobber profits before taxes now down to a scant 3%, and with very large wholesalers averaging less than 1% net on sales operations only, August Schultz, manager of Berner-Pease, Miami, Fla., believes many distributors should take another good sharp look at their total-cost and price figures.

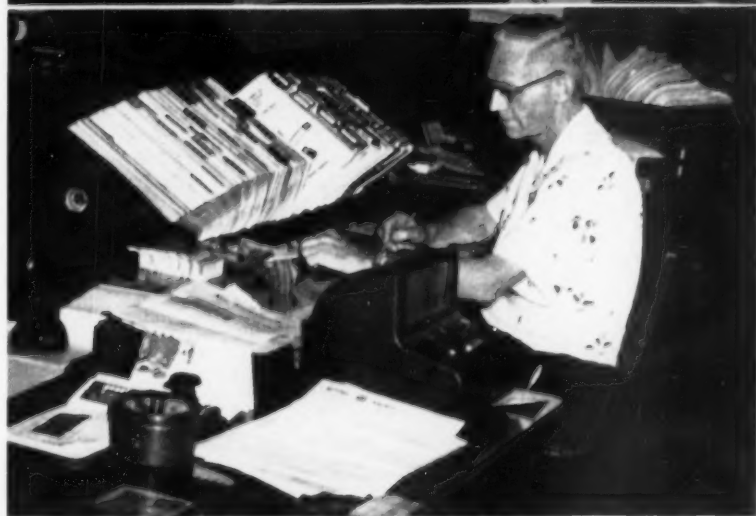
He feels that many small wholesalers, particularly, do not have the all-around business training to figure what their full costs really are, and to include a proper proportion of overhead in every price quoted.

Many small jobbers were previously mechanics or salesmen, and all of them do not have sound "office" training. In the competitive pressure to win sales, some do not figure the cost of their entire overhead or even of their own salaries in computing selling costs. The result is, large numbers of the unqualified operators fail financially, causing both loss and confusion in the industry.

And, in addition to making it tough for themselves while they are in business, these price-cutters also make it tougher for established and experienced distributors who are carefully selling at legitimate profit levels.

Moreover, a new flood of partially-untrained small operators continues to enter the field and scramble for small profits without realizing how important it is to maintain adequate profit margins on each individual sale.

Successful jobbers protect themselves with complete cost-accounting systems, and while these elaborate methods may not be entirely suitable for smaller firms, it gives the latter something to aim



Top: August Schultz says sound pricing and cost-accounting are the only way for a jobber to stay in business. Above: At Berner-Pease a special order clerk takes all phone orders when counter men downstairs are busy with walk-in customers, thus speeding up service.

at and to adapt to their own needs. Schultz and other executives of large companies are often asked about these procedures at association meetings and most of them are glad to outline methods that will stop the destructive and

often "uninformed" price-cutting. The essence of their advice is that any jobber who offers a fairly complete service must figure around 22% for his total overhead costs on items stocked directly from the factory.

While accounting methods can be somewhat simplified, so the small jobber or some member of his family can keep the books, all expenses should be recorded and proportionately assessed against every sale. In addition to owners' salaries, the costs of workmen's compensation, insurance, city, county and state licenses and inventory taxes are items which are often overlooked in a "quick" deal.

Other expenses sometimes not figured in are supplies for shop and office, advertising, auditing, bad debts, building repairs and maintenance, cash shortages, commissions, contributions, 2% cash discounts given, association dues, subscriptions to trade publications, entertainment, freight, interest, payroll taxes, postage, rent, salaries and wages, sales promotions, telephone and telegraph, travel, utilities and especially delivery costs, including interest, depreciation, insurance, registration and maintenance on trucks and cars.



Service helps sell goods at fair prices. Several clerks work at the perpetual inventory-control system which makes as certain as possible that no items have to be backordered, preventing disappointing a customer or expensive hunts around town to finish filling out an order.

While some of these costs look small, and others do not apply in all cases, the effective total in each

case is often a shock to a jobber who does not keep complete records and apply a percentage of the total to every item distributed. It is safe to say that if the average dealer figured all his costs as carefully in setting his resale prices as he now does in figuring his income tax, the fair-profit line would be well held.

A clear picture of real net-profit margins can be obtained by totalling all of last year's expenses against sales and establishing the percentage ratio, which should then be applied to this year's prices, with corrections for any changes in either. This is really not hard to do in the seclusion of one's desk, but in the hurly-burly of competition, many are pressured into either forgetting it, or into thinking, "We'll overlook it this time to get our 'foot in the door.' Other sales will cover the overhead."

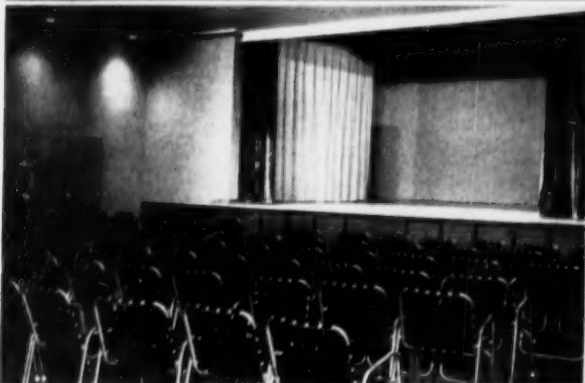
The trouble with this reasoning, Schultz feels, is that it can too easily become a habit. Customers continue to demand these special discounts and are even likely thereafter to seek the same cut prices from other jobbers, making trouble all along the line.

The sound way is to take the average 30% discount from the factory, deduct about 23% for total overhead and insist on about 7% profit on the list for these direct-factory items. Similar proportionate costs should be figured against the smaller discounts when items are redistributed from

(Continued on page 88)

Here you see the selling prices to make the indicated margins of profit. Excerpts were from a table prepared by Alabama wholesalers association.

Cost Price	20%	25%	30%	33-1/3%	35%	40%
.10	.13	.13	.14	.15	.15	.17
.20	.25	.27	.29	.30	.31	.33
.30	.38	.40	.43	.45	.46	.50
.40	.50	.53	.57	.60	.62	.67
.50	.63	.67	.71	.75	.77	.83
.60	.75	.80	.86	.90	.92	1.00
.70	.88	.93	1.00	1.05	1.08	1.11
.80	1.00	1.07	1.14	1.20	1.23	1.33
.90	1.13	1.20	1.29	1.35	1.38	1.50
1.00	1.25	1.33	1.43	1.50	1.54	1.67
1.10	1.38	1.47	1.57	1.65	1.69	1.83
1.20	1.50	1.60	1.71	1.80	1.85	2.00
1.30	1.63	1.73	1.86	1.95	2.00	2.17
1.40	1.75	1.87	2.00	2.10	2.15	2.33
1.50	1.88	2.00	2.14	2.25	2.31	2.50
1.60	2.00	2.13	2.29	2.40	2.46	2.67
5.10	6.33	6.80	7.29	7.65	7.85	8.50
5.20	6.50	6.93	7.43	7.80	8.00	8.67
5.30	6.63	7.07	7.57	7.95	8.15	8.83
5.40	6.75	7.20	7.71	8.10	8.31	9.00
5.50	6.88	7.33	7.86	8.25	8.46	9.17
5.60	7.00	7.47	8.00	8.40	8.62	9.33
5.70	7.13	7.60	8.14	8.55	8.77	9.50
5.80	7.25	7.73	8.29	8.70	8.92	9.67
5.90	7.38	7.87	8.43	8.85	9.08	9.83
6.00	7.50	8.00	8.57	9.00	9.23	10.00
6.10	7.63	8.13	8.71	9.15	9.38	10.17
6.20	7.75	8.27	8.86	9.30	9.54	10.33
6.30	7.88	8.40	9.00	9.45	9.69	10.50
6.40	8.00	8.53	9.14	9.60	9.85	10.67
6.50	8.13	8.67	9.29	9.75	10.00	10.83
6.60	8.25	8.80	9.43	9.90	10.15	11.00



Straus-Frank Opens New Dallas Home

This new Straus-Frank branch in Dallas, Texas, was presented to the trade in a formal opening program March 15-17.

Top: The building is 260' by 270' and with parking facilities occupies about five acres of a 24-acre tract. Four box cars and 12

trucks can use loading facilities simultaneously and there is parking for 400 cars.

The building, big as it is, nevertheless is situated on a spacious lot where it can later be expanded should it be found desirable.

More than 1,000,000 of the 1,467,000 cubic feet in the building is for storage space in the warehouse, where ceilings are 26' high. Adequate lighting is provided on the darkest days by new-type plastic skylights, three to a bay, although these skylights do not admit direct rays of the sun on bright days.

Above at left: The auditorium, equipped with aluminum armchairs webbed with nylon, will accommodate 300 people, half that number seated.

Above at right: This counter is 128' long to the corner at right foreground. Face of counter is in polished birch and its working surface is finished in plastic tile.

Eighty-eight feet of the counter—from the door in the background toward the reader—is used by the automotive division, the remainder being devoted to appliances and air conditioning.

Above at left: On the second floor, offices open off this corridor which is 260' long.

Left: Two officials of this well-known firm are John Reynolds (left), vice-president and automotive sales manager, Houston, and T. C. Garrett, automotive manager, Dallas division, in Garrett's Dallas office.





The Sam Houston Coliseum will be the site of the 13th Southwest Show May 10-13.

SW Show Is Ready to Roll

BOOOTH spaces to the number of 415 have been drawn by 250 manufacturers who will participate and, in a general sense, all that remains to be done to get the 13th Southwest Automotive Show "on the road" is put displays in place, turn on the air conditioning and open the doors.

The dates are May 10 through 13 and the site is the Sam Houston Coliseum, completely air conditioned by the city of Houston, Texas, for the comfort of participants in all seasons.

The formal drawing for space was conducted in the Coliseum on March 9, at which time Federal-Mogul was the fortunate exhibitor, that name being first drawn.

And at that time, too, the show was almost a complete sell-out, with eight booths remaining. Even though these were in the less de-

By Baron Creager
Southwestern Editor

sirable class, there was every indication they would be occupied by opening day.

Related attractions increased as detailed arrangements took more tangible shape.

Special preparations have been made to insure that visiting ladies not familiar with Houston and its attractions will not be bored. Headquarters for ladies will be open throughout the day in the Rice Hotel. Here refreshments and complete information will be available.

The Texas State Hotel will be headquarters for members of the Independent Garagemen of Texas, who hold their spring convention in connection with the show.

There was no assurance, but

there was optimism among show spokesmen that CAS would accept and occupy a show booth and equip it with attendants and complete information about this Certified Automotive Service plan of financing automotive repairs that has been so widely accepted.

Representatives of the Automotive Wholesalers of Texas will occupy a booth and invitations to participate in the same manner have been extended to the wholesalers' associations of Oklahoma and Louisiana.

Another booth will be occupied by representatives of the Automotive Booster clubs of the Southwest, of which there are now five—four in Texas and one in Oklahoma—B-4 of Dallas, B-30 of Houston, B-46 of Lubbock, B-48 of San Antonio and B-37 of Oklahoma
(Continued on page 137)

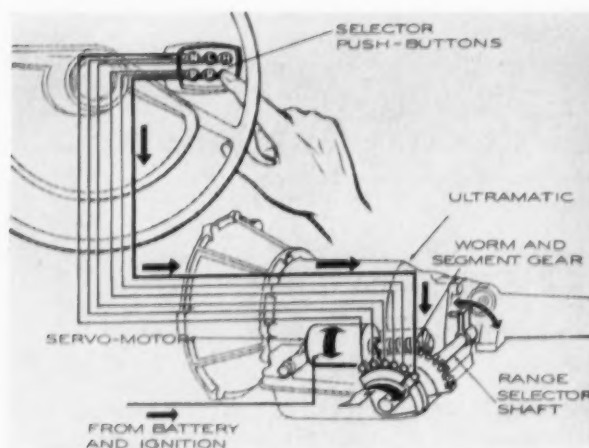
Officers of the show include (l. to r.): John Patrick of Houston, president; J. R. Lawson of Houston, first

vice-president; Hubert Braden of Dallas, second vice-president, and Walter Frazier of Dallas, treasurer.





SERVICE and MAINTENANCE



With no mechanical linkage to overcome, touch-pressure on "Drive" sends electrical signal down from push-button console to servo motor as indicated by the arrows. Servo motor turns in proper direction to actuate the worm and segment gear, which rotates



range selector shaft, which, in turn, chooses driving position indicated by driver's forefinger. The selection made, the circuit of electrical power is broken off until need for another driving range selection. Above: Laid out like components of radio, here is the system.

Packard's Push-Button System

ONE morning recently we dropped in at Charlie's for a cup of his special brew. It was one of those cold rainy days when even his "off brand" was acceptable. A number of the other boys must have had the same urge, as quite a few were sitting around "talking shop," the topic being automatic transmissions and the new type of shift mechanisms.

Among the group was our old friend Joe, who is service manager for one of the local dealers. He and I had worked together as line mechanics back in the late '20's and early '30's.

One of the boys asked Joe, "Tell us something about the new Packard electric push-button shift."

He said, "Okay, but first I want to tell you about Ed's and my experience with an old electric shift job back in the '30's.

"We were mechanics and had 'doubled up' on the replacement of a crankshaft in this job.

As usual with a job of that nature, we removed the hood and floorboards so we could analyze the job and determine where to make the

By **E. M. Lowery**
Technical Editor



first incision. One look at the transmission and all attaching wiring and we decided to do the job the hard way.

"Instead of removing the transmission and installing the crankshaft from underneath (which would have been easier) we cut loose at the bell housing and pulled the engine. We had a certain 'promise time' to make, so we stayed with it and when we had it back in the frame and cranked it up, we had lots of time to spare. It sounded good and everything was fine until we let it down off the stands and started to back it out of the stall. We couldn't get it in reverse, or any other gear, because the clutch wouldn't release.

"After some deliberation we decided that we weren't nearly as afraid of that transmission as we originally thought. So we "unbuckled" it and sat it on the floor. We got into the clutch and found that one of us had installed the

clutch disc backwards and one end of the disc hub was binding against the flywheel so the clutch could not release.

"Needless to say, neither of us has ever admitted who installed the clutch disc.

"Now, back to this Packard electric push-button shift. It's so simple that by following a few instructions any mechanic can service it."

Here is how it works and some troubleshooting tips:

Packard's electrical push-button system makes use of buttons placed in a housing on the steering column to control a servo motor which positions the control valve in the transmission through a worm and segment drive. A hydraulic pressure switch opens the electrical circuit to "Neutral," "Park" and "Reverse" buttons at speeds over 8mph to prevent accidental shifts to these positions and damage to the transmission. The ignition switch must be on for the push buttons to operate the servo motor.

In the latest design, the transmission automatically shifts to the "Park" position when the ignition is shut off, and returns to the previous setting when the switch is turned on. However, the engine cannot be started until "P" or

May Issue: Ford V-8 Ignition Timing

Getting the most out of the Ford V-8 through correct ignition timing will be described in detail here next month by Technical Editor Lowery with ample art work.

"N" buttons are activated.

If it is necessary to move the car with the engine not running, turn on the ignition switch and push the "N" button. Leave the ignition on while the car is being moved.

When troubleshooting the push-button system, refer to the wiring diagram. You'll notice the "P," "N" and "R" buttons receive current through the orange wire, routed through the pressure switch, while the other buttons are connected to the red-and-white tracer wire, which does not pass through this switch. Therefore, if the "P," "N" and "R" buttons don't operate, the most likely source of that trouble is the switch, situated at the governor pressure test outlet, right back of the transmission breather. Jack up the rear wheels and use a test light to check the switch. The circuit should be broken at 7 or 8mph.

If the pressure switch is okay and the "P," "N" and "R" buttons still don't work, inspect the wiring harness connector at the rear side of the firewall. Be sure the orange wire is making good contact.

Failure of the "H," "D" and "L" buttons to operate points to trouble in the red-and-white tracer wire. Poor contact at the wiring harness connector is the first thing to look for.

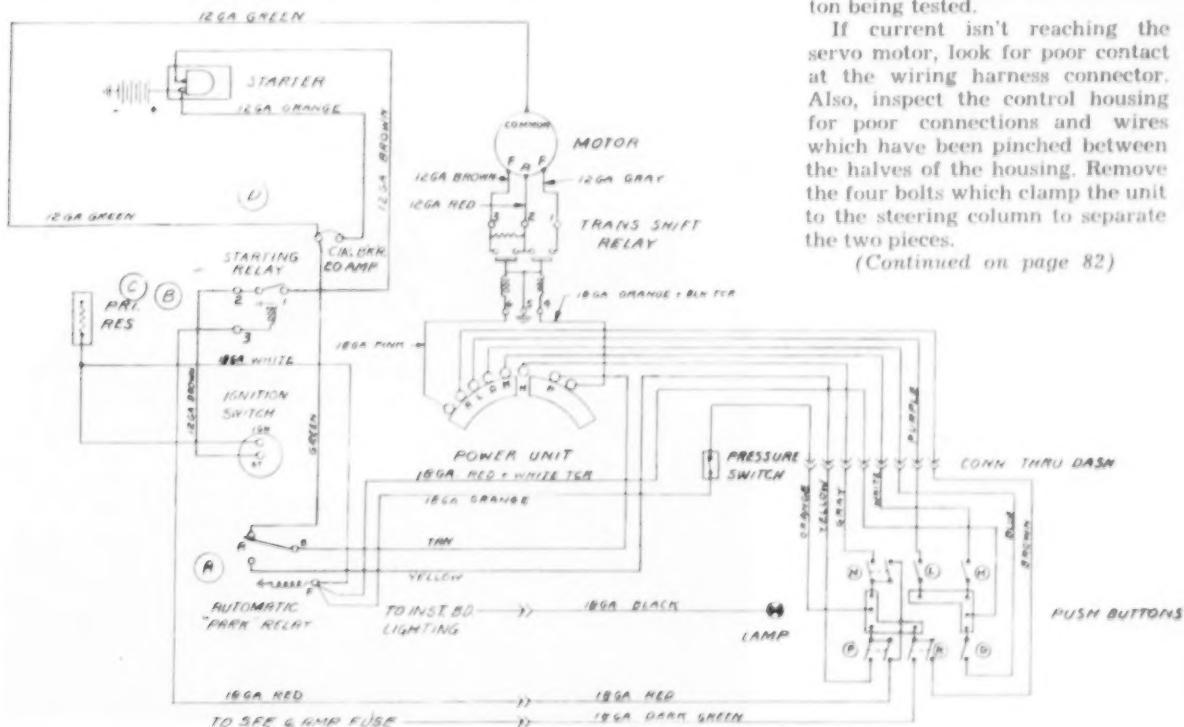
When only one button doesn't work, check for current at the servo motor by connecting a test light to the proper terminal. For example, if the "H" button is at fault, connect the light to the white wire. Connect the red-and-white tracer wire to the battery by using a jumper wire around the transmission control relay. Push the "H" button to complete the circuit.

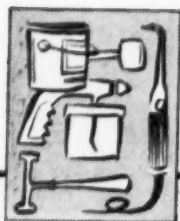
Other buttons are checked in the same manner. Be sure the wire connected to the battery is the one which supplies current to the button being tested.

If current isn't reaching the servo motor, look for poor contact at the wiring harness connector. Also, inspect the control housing for poor connections and wires which have been pinched between the halves of the housing. Remove the four bolts which clamp the unit to the steering column to separate the two pieces.

(Continued on page 82)

Packard push-button circuit diagram.





BODY SHOP OPERATIONS

This Problem of Matching Colors

WE SOMETIMES think that too much thought is given to keeping abreast of the mechanics of our ever-changing cars and not enough to keeping up with their "looks."

Regardless of this horsepower and speed race, more cars are sold because of "looks" than all other reasons. When they get a fender, door or something else banged up, it's quite a problem to keep up their appearance. Probably the toughest job of all is that of our painter in trying to tint colors to make the job look just like it did originally.

If you don't think his job is tough, you should see The Madam who brings it in about 10 a.m. and says, "I just damaged this fender. My husband is out of town but will be back tonight and I must have this fixed so that he can't possibly know that it has been touched."

That poses a tough one for our painter, so we gotta help him meet it.

It makes no difference whether we buy factory-filled ready-mixed colors or custom-mixed from the paint jobber, every professional painter must learn to tint or tone these colors if he is to match standard production colors as they actually appear on the car. Usually the painter has to learn this technique the hard way through years of experience. Much of this technique, however, can be learned by study and utilizing the experience of color experts.

It is the purpose of this story to lay down some basic and simple rules for color mixing that will aid the repaint shop craftsman in ob-

By **E. M. Lowery**
Technical Editor

taining the matches that are necessary, and yet at the same time get away from the unsatisfactory results which have been prevalent in the past.

The color problem:

We are agreed that today's automotive master painter has much more difficulty in turning out good color matches than his predecessor of ten years ago because of today's pastel shades. One of the reasons today's pastel colors present a greater problem is that a slight variation is much easier to see. Prewar and the immediate postwar cars were predominantly dark shades. Naturally a slight variation of dark shade is not as

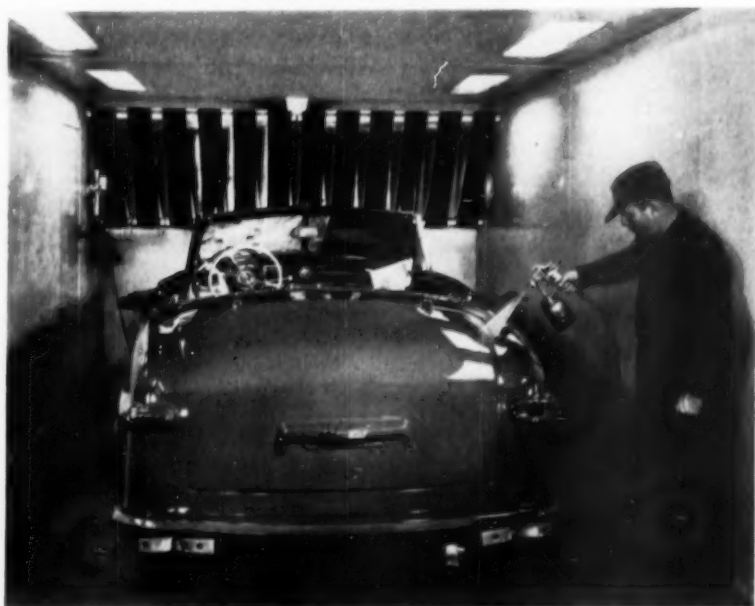
easily seen as a slight variation of a light color.

This information is common knowledge to every master painter, and the individual repaint shop has been attempting to meet this condition by matching the shades on the touch-up jobs to the best knowledge that has been made available to him up to the present time.

Light and color:

To better understand the causes of today's color match problems we must consider the fundamental properties of light and color. Light is composed of electromagnetic radiation of many wave lengths. That radiation with wave lengths from 400 to 700 millimicrons (roughly a millimicron is 1/1,000,000 of an inch) can be seen by the human eye. This radiation

Fig. 1—Knowing how to spray is one thing; knowing how to "tint" is another. Neither job is easy.



Technical data courtesy of
The Sherwin-Williams Co.,
Cleveland, Ohio.

produces an effect on the eye that we call color.

Thus color is physical (its fundamental properties can be measured and results expressed mathematically) and mental; what the eye sees cannot be expressed mathematically. Therefore, we must always consider the human element, for without the eye there is no such thing as color.

Color is composed of three primary colors, red, yellow and blue. They can be varied by adding black and white. Orange, green and violet are secondary colors that can be produced by mixing the three primary colors.

If we had available pigments which were pure colors, we could match all colors by using only three colors plus black and white; however, we do not have pure colors and hence we need many colors to produce the thousands of shades used on automobiles, trucks and buses.

When Whites Aren't White

Even our whites are not pure whites. A pure white would not be pleasing to the eye; in fact, no pure color would evolve a pleasing sensation. One of the fundamental purposes of color is to provide an attractive reaction.

If the only reason for painting an automobile was to protect it from corrosion, we could do a very creditable job with just a dark undercoater and no color coat. Thus if all automobiles were painted black, the only reason for new models would be mechanical improvements. Color definitely helps sell cars; without it the great automotive industry wouldn't represent one of our largest industries.

Variations in shades of color:

Variations in shades of individual automotive paint are the result of color changes caused by baking, poor hiding, flooding of pigments, weathering, spray technique and batch variations. These variations have been present ever since the first car was painted. Until the recent swing toward light shades, these variations did not cause serious difficulty. The darker the color, the greater must be the variation before the eye can detect it. The lighter the color, the easier it is to see a small color difference.

When you consider all the possible causes of color variation it is easy to understand why it is difficult to obtain an accurate color match. The manufacturer of paint for the refinish trade is thus faced with a difficult task. The paint



Fig. 2—Baking at an excessively high temperature will cause color changing, as some have learned to their sorrow.

maker must match the standard provided by the motor car manufacturer, and he has little or no control over the variables by which paint shades may vary. The only way the painter can obtain satisfactory color matches is therefore to tint.

In spite of this careful work, everyone is familiar with the unsatisfactory jobs that may come back after several weeks or months, showing fading, change of color, or in some other way an unsatisfactory result.

Tinting paint is an art that is usually learned only by experience. A satisfactory job of tinting requires a reasonably good color eye and a knowledge of what colors can be used with other colors and which cannot. Most people have a reasonably good color eye, but only the paint manufacturer has the specialized knowledge and facilities to provide an accurate guide for tinting automotive colors.

Not only must the original ingredients be known, but also the composition of the tinting colors.

One leading manufacturer, through the introduction of its 1956 color book, is the first to provide this priceless information and data. Included in this assortment the proper tinting color has been shown that will tint a given color in direction shown.

Automotive colors have only

certain ways they can vary: These are deeper, lighter, redder, yellower, greener, bluer, grayer and browner. Any one color doesn't show all these variations, only a few.

Things likely to cause mismatches:

1.—Opalescent or metallic colors:

Nearly all of the highly transparent glamor-type colors contain some finely ground aluminum particles. These flakes are like hundreds of small mirrors dispersed in the liquid vehicle along with the pigments and other solids. Each of these tiny surfaces reflects light in the opposite direction of the position of the surface, which creates the beautiful illusion of color depth.

Old-time painters with much experience with glamor colors know that there is a great deal of difference between a film sprayed wet and a film sprayed dry. A highly transparent opalescent color sprayed wet reflects less light and appears darker in the direction of the color. For instance, a green opalescent sprayed wet appears darker and greener.

On the other hand, a film sprayed more in the dry side catches more light from the hundreds of tiny mirror-like aluminum surfaces and appears lighter — also, usually a little grayer due to the color of aluminum.

May: Replacing Rambler Panels

Replacing the panels on the 1956 Rambler station wagon will be taken up in this department next month by Ed Lowery in a clearly and simply written article.

A long-used term in the trade is to "pull out" with the gun at a greater distance. In a sense this is quite true. A dry spray standing back to 12" or 14" traps the aluminum particles nearer the surface. It also provides a more even distribution of the aluminum by allowing much of the thinner to escape in the air so that the aluminum particles will stay right where they land instead of floating into a mottled or streaked arrangement.

In a very wet film these particles sometimes fall downward due to gravity and make elongated streaks, which again changes the color appearance.

Many shades and patterns may be created by these methods:

- (a) More or less thinner
- (b) More or less air pressure
- (c) More or less distance from the surface being coated
- (d) Time between coats
- (e) Heavy or light coats
- (f) And others, all of which make a wetter or drier film.

2.—Bronzing:

Where a base red, such as the widely used Toluidine Red, is incorporated into a color in quantities of less than 50%, full tinting strength, the color will tend to bronze.

3.—Poor hiding of transparent colors:

Some painters think that the quality of a color is in some way connected with its ability to "hide" or cover. Actually, the fact is that the more pigment crowded into a vehicle, the more chalking a color will likely have.

Today automotive colors contain less pigments (thus more transparency) for the chemical purpose of reducing the chalking that used to be so common but is seldom seen in excess today. In addition to this fact many modern, synthetically produced pigments are naturally more transparent. A yellow, for instance, can be made much more chalk-resisting if it is not a good covering material. A heavy covering yellow is more likely to be a poorer quality piece of goods than otherwise.

4.—Undercoats:

Because of the facts discussed in point number 3, undercoat colors play a large part in matching. Maroons, for instance, almost invariably reflect the shade of the ground coat. A light creamy yellow, such as Buick's Condor Yellow, will reflect the ground coat shade up to seven or eight coats.

The color of the ground coat is not as important as whether it is considerably lighter or darker than the top coat color. For instance, three coats of Condor Yellow Lacquer over Red Oxide or Dark Gray Surfacer comes out about the same, but the shade produced is greatly different from that of three coats over White Sealer. Thus the color of the undercoat was not so important as the degree of lightness or darkness compared with the top color.

The many colors available in primer-sealer ground coats are highly important to lacquer matching and saving of color costs. Synthetic enamels are far less transparent than lacquers, thus a medium shade of Red Oxide and a neutral medium light gray enamel primer-sealer is all that is required for good enamel matching.

5.—Weathering. This is obvious.

6.—Color drift or change from original manufacturer's standard at factory is an important factor.

7.—Air pressure variations.

8.—Fast thinner compared to slow thinner, which changes the light reflection of a color. Hot thinners produce a rougher surface with reduced light reflection which may appear lighter than the car color.

Very slow thinner sometimes makes a regular non-metallic color appear too dark during the early stages of dry but will come around when fully dry.

9.—Borrowing of shades from adjacent colors.

10.—Variations in reduction. Same as variations in air pressure.

11.—Variations in gun distance. Same as variations in air pressure.

12.—Flooding:

This is an extreme case of very wet application that will distort a metallic color and sometimes will

cause a floatation of a lightweight pigment such as a "bone black," thus darkening a color. Extreme floatation will show fine streaks in the color.

13.—Bleeding of red and maroons:

It is natural for most reds and maroons to become fugitive when rewet with the solvent of a color sprayed over them. To hold down this bleeding, use a very heavily pigmented black lacquer which is so powerful in black pigment strength that it absorbs and overpowers the fugitive red as it bleeds into it.

There is not any other known safe way to seal off a red. An aluminum may work if it is of the flat-leaf type, but it is not safe or desirable. Shellacs will usually seal off a red, but they are to be avoided in an automotive film. You can see that a sealer for reds or maroons will work only if the proper film thickness is deposited to permit enough heavy black to capture and absorb bleeding.

They May Bleed!

Freshly painted reds or maroons may bleed through any type of sealer. Most sealers are safe only over weathered reds or maroons. Such sealers do not age very well because of the very heavy pigment content and should be stocked in small quantities only.

14.—Overbake on pastels:

Some contend that every 10° change of baking heat over 190°F. will produce a different shade of a pastel color based largely on white. This is an exaggeration, but the heat will very materially affect color matching. On three-tone cars the two extra baking cycles may change the first color applied considerably.

15.—Improper lighting:

An attempt to make a slight change in shading of a wet color to match a dry color may throw it far off shade due to the tricks of lighting or the human eye. This is especially so with enamels.

16.—Contaminated spray equipment.

17.—Excessive choking of fluid nozzle.

18.—Reduction of light pastels or white with fast enamels containing metallic driers.

Possible, but unlikely, causes of mismatching:

1.—Water in air lines.

2.—Spraying color over a car body mended with plastic patches where a polyamine catalyst had

(Continued on page 133)

"...have stepped up sales tremendously"

says Chrysler-Plymouth dealer **E. M. LONG**,
partner in Pines Motor Company of Pine Bluff, Ark.

"I have been familiar with COMMERCIAL CREDIT for the past 25 years and our customers seem to appreciate the protection and benefits of their 7-Point Plan. By working this plan into their original selling story, our men have stepped up sales tremendously. We're doing a much better job of penetrating our market. The local COMMERCIAL CREDIT people work well with us. Altogether, we have found their service most satisfactory."

Commercial Credit dealers are successful dealers

Write or call our nearest COMMERCIAL CREDIT office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?



COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$190,000,000 . . . offices in principal cities of the United States and Canada.

1956 PASSENGER-CAR SPECIFICATIONS

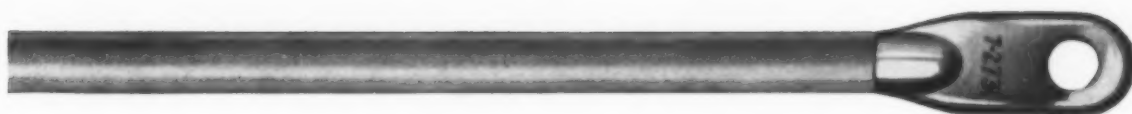
MAKE AND MODEL	Std. Wheelbase	ENGINE										WHEEL ALIGNMENT			BRAKES		
		No. Cylinders and Valve Arrangement	Bore and Stroke	Twistable H. P.	Max. Rated H. P. at R. P. M.	Crankshaft Drive	Main Bearings	Crankcase Cap. (Qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Cooling System (No. Water) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (in.)	Service	Parking
BUICK Special & Century	122	V8I	4 x 3.20	51.2	220@4400	Ch	5	6	OB	Y	Y	17½	+½ to -1½	+½ to -½	½ to ½	H	RW
BUICK Super & Roadmaster	127	V8I	4 x 3.20	51.2	255@4400	Ch	5	6	OB	Y	Y	17½	+½ to -1½	+½ to -½	½ to ½	H	RW
CADILLAC 60	133	V8I	4 x 3½	51.2	285@3600	Ch	5	5	OB	Y	Y	17½	-½ to -1½ -1 Prf.	-½ to -½	½	H	RW
CADILLAC 62	130	V8I	4 x 3½	51.2	285@3600	Ch	5	5	OB	Y	Y	17½	-½ to -1½ -1 Prf.	-½ to -½	½	H	RW
CADILLAC 75	140½	V8I	4 x 3½	51.2	285@3600*	Ch	5	5	OB	Y	Y	17½	-½ to -1½ -1 Prf.	-½ to -½	½	H	RW
CHEVROLET 8	115	6L	3½ x 3½	30.4	140@4200	G	4	5	OB	Y	Y	16	+½ to +1½	0 to +1	½ to ½	H	RW
CHEVROLET 8	115	V8I	3½ x 3	45	162@4400¹	Ch	5	4	OB	Y	Y	16	+½ to +1½	0 to +1	½ to ½	H	RW
CHEVROLET Corvette	102	V8I	3½ x 3	45	225@5200	Ch	5	5	Y	Y	Y	16	0 to +1	0 to +1	0 to ½	H	RW
CHRYSLER Windsor	126	V8I	3.81 x 3.63	46.5	225@4400	Ch	5	4½	OB	Y	Y	24	-2 to 0	Left-½ Right 0	½	H	Pa
CHRYSLER New Yorker	126	V8I	3.94 x 3.63	49.7	280@4600	Ch	5	4½	OB	Y	Y	25	-2 to 0	Left-½ Right 0	½	H	Pa
CHRYSLER Imperial	133	V8I	3.94 x 3.63	49.7	280@4600¹	Ch	5	4½	OB	Y	Y	25	-2 to 0	Left-½ Right 0	½	H	Pa
CHRYSLER Crown Imperial	149½	V8I	3.94 x 3.63	49.7	280@4600	Ch	5	4½	OB	Y	Y	25	-2 to 0	Left-½ Right 0	½	H	Pa
CONTINENTAL	126	V8I	4 x 3.66	51.2	NA	Ch	5	5	OB	Y	Y	23	+½ to -1½	0 to +½	½	H	RW
DeSOTO Fire Dome	126	V8I	3.72 x 3.80	44.3	230@4400	Ch	5	4	OB	Y	Y	23	-2 to 0	Left-½ Right 0	½	H	Pa
DeSOTO Fire Flite	126	V8I	3.72 x 3.80	44.3	255@4400	Ch	5	4	OB	Y	Y	23	-2 to 0	Left-½ Right 0	½	H	Pa
DODGE Coronet 6	120	6L	3.25 x 4.63	25.4	131@3600	Ch	4	5	OB	Y	Y	13	-2 to 0	Left-½ Right 0	½	H	Pa
DODGE Coronet 8	120	V8I	3.63 x 3.25	42.2	189@4400	Ch	5	5	OB	Y	N	19	-2 to 0	Left-½ Right 0	½	H	Pa
DODGE Royal 8	120	V8I	3.63 x 3.80	42.2	218@4400	Ch	5	5	OB	Y	N	20	-2 to 0	Left-½ Right 0	½	H	Pa
FORD 6 Main, Cust. Fair.	115½	6L	3.62 x 3.60	31.54	137@4200	Ch	4	4	OB	Y	Y	14½	0 to +1½	0"8' to +1"8'	½ to ½	H	RW
FORD 8 Mainline & Cust.	115½	V8I	3.62 x 3.30	42.5	173@4400	Ch	5	5	OB	Y	Y	19	0 to +1½	0"8' to +1"8'	½ to ½	H	RW
FORD 8 Fairlane	115½	V8I	3.75 x 3.30	45	260@4600	Ch	5	5	OB	Y	Y	19	0 to +1½	0"8' to +1"8'	½ to ½	H	RW
FORD Thunderbird	102	V8I	3.80 x 3.44	46.21	225@4600	Ch	5	5	OB	Y	Y	21	0"30' to +1"30'	0"8' to +1"8'	½ to ½	H	RW
HUDSON Wasp 8	114½	6L	3 x 4½	21.6	120@4400	Ch	4	5	OB	Y	Y	13	0 to ½	±½	½ to ½	H	RW
HUDSON Hornet 8	121½	6L	3½ x 4½	34.88	165@4300	Ch	4	7	OB	Y	Y	18½	0 to ½	±½	½ to ½	H	RW
HUDSON Hornet V-8	121½	V8I	4 x 3½	51.2	200@4600	Ch	5	5	OB	Y	Y	27	0 to ½	±½	½ to ½	H	RW
LINCOLN	126	V8I	4 x 3.66	51.2	285@4600	Ch	5	5	OB	Y	Y	23.2	0 to +1½	0 to +½	½ to ½	H	RW
MERCURY	119	V8I	3.80 x 3.44	46.21	210@4600	Ch	5	5	OB	Y	Y	19	0 to +1½	0 to +½	½ to ½	H	RW
NASH Statesman 8	114½	6L	3½ x 4½	23.44	130@4500	Ch	4	4	OB	Y	Y	11	0 to +½	±½ 0 Prf.	½ to ½	H	RW
NASH Ambassador 8	121½	6L	3½ x 4½	29.4	135@3700	Ch	7	6	OB	Y	Y	17	0 to +½	±½ 0 Prf.	½ to ½	H	RW
NASH Ambassador 8	121½	V8I	4 x 3½	51.2	220@4600	Ch	5	5	OB	Y	Y	27	0 to +½	±½ 0 Prf.	½ to ½	H	RW
OLDSMOBILE "88"	122	V8I	3½ x 3½	48	230@4400	Ch	5	5	OB	Y	Y	20½	0 to -½	-½ to -½	½ to ½	H	RW
OLDSMOBILE Super "88"	122	V8I	3½ x 3½	48	240@4400	Ch	5	5	OB	Y	Y	20½	0 to -½	-½ to -½	½ to ½	H	RW
OLDSMOBILE "88"	126	V8I	3½ x 3½	48	240@4400	Ch	5	5	OB	Y	Y	20½	0 to -½	-½ to -½	½ to ½	H	RW
PACKARD Clipper	122	V8I	4 x 3.5	51.2	275@2800	Ch	5	5	OB	Y	Y	26½	-1 to ±½	0 to -½	0 to ½	H	RW
PACKARD Caribbean	127	V8I	4½ x 3.5	54.45	310@2800	Ch	5	5	OB	Y	Y	27	-1 to ±½	0 to -½	0 to ½	H	RW
PACKARD	127	V8I	4½ x 3.5	54.45	290@2800	Ch	5	5	OB	Y	Y	27	-1 to ±½	0 to -½	0 to ½	H	RW
PLYMOUTH 8	115	6L	3.25 x 4.63	25.4	125@3600	Ch	4	5	OB	Y	Y	13	-2 to 0	+½ to ±½	½	H	Pa
PLYMOUTH 8	115	V8I	3.75 x 3.13	45	187@4400	Ch	5	5	OB	Y	N	19	-2 to 0	+½ to ±½	½	H	Pa
PONTIAC Star Chief (Safari)	122	V8I	3.94 x 3.25	49.6	205@4600	Ch	5	5	OB	Y	Y	22.7	-1 to ±½	+½ to ±½	0 to .062	H	RW
PONTIAC Star Chief	124	V8I	3.94 x 3.25	49.6	227@4800	Ch	5	5	OB	Y	Y	22.7	-1 to ±½	+½ to ±½	0 to .062	H	RW
RAMBLER	108	6L	3½ x 4½	23.44	120@4200	Ch	4	4	OB	Y	Y	10	0 to +½	+½ to -½	½ to ½	H	RW
STUDEBAKER Champion, Pelham	116½	6L	3 x 4½	21.6	101@4000	G	4	5	OB	Y	Y	11	-1 to -2½	0 to +1	½ to ½	H	RW
STUDEBAKER Commander, Parkview	116½	V8I	3½ x 3½	40.6	170@4500	G	5	5	OB	Y	Y	17	-1 to -2½	0 to +1	½ to ½	H	RW
STUDEBAKER Pres., Pinehurst	116½	V8I	3½ x 3½	40.6	195@4500	G	5	5	OB	Y	Y	17	-1 to -2½	0 to +1	½ to ½	H	RW
STUDEBAKER Golden Hawk	120½	V8I	4 x 3½	51.2	275@4600	Ch	5	5	OB	Y	Y	25	-1 to -2½	0 to +1	½ to ½	H	RW

ABBREVIATIONS

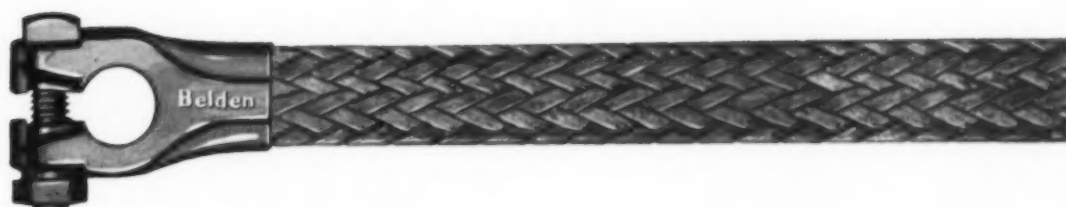
*—Elderado 305@4700.
 †—170@4400 with Powerglide.
 ‡—340@5200 on Chrysler 300B.
 G—Gear.
 H—Hydraulic.

I—Valve-in-head.
 L—L-head.
 N—Na.
 NA—Modified Lincoln engine
 announced as "adequate."


OB—Oil bath.
 Prf.—Preferred.
 Pa—Propeller shaft, rear transmission.
 RW—Rear wheels.
 Y—Yes.



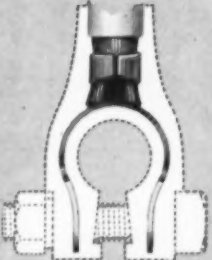
If it's worth a good Serviceman's time . . .



. . . it's worth a good Battery Cable




Exclusive



Belden Nekrode Battery Cable Terminals are die-cast over a steel frame securely anchored to the conductor.

Belden Lugs are formed over the full conductor to deliver full starting power.



Belden
WIREMAKER FOR INDUSTRY
SINCE 1902
CHICAGO

4-7

Battery Cables

• Spark Plug Wires

• Lighting Wires

1956 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP				ELECTRICAL				Bal.	FUEL SYSTEM			VALVES		
	Breaker Gap (.0)	Cam Angle (degrees)	Contact Arm Spring Tension (lbs.)	Spark Plug Gap (.0)	Ignition Timing	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.		Cap. & Ter. Gnd.	Carb. Mfg.	Model No.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)
BUICK Special & Century	12½- 17½	Q	19-23	30-35	5°bte	VD	13½°@1750	10.5°@12"	N62	St. Ca RP	St. WW	6½	Au	Au	25°bte
BUICK Super	12½- 17½	Q	19-23	30-35	5°bte	VD	13½°@1750	10.5°@12"	N62	St. Ca RP	Ca-WCFB RP-4G	6½	Au	Au	30°bte
BUICK Roadmaster	12½- 17½	Q	19-23	30-35	5°bte	VD	13½°@1750	10.5°@12"	N62	St. Ca RP	Ca-WCFB RP-4G	6½	Au	Au	30°bte
CADILLAC 60, 62 and 75	16-21	31+1½	19-23	35	5° 400 rpm	VD	9° to 11°@2000	16.5°@17½"	HG N70	Ca RP	WCFB2333S +2434S 7008750-51	5½ to 6½	Au	Au	39°bte
CHEVROLET 6	16-21	26-33	19-23	33-38	te	FW	18°@1750	7½°@10"	N53	RP	7009254-55	3½-4½	O	O	10½°bte
CHEVROLET 8	16-21	26-33	19-23	33-38	4°bte	VD	16°@1600	11°@12"	N53	RP	7008387-88	4-5½	O	O	18°bte
CHEVROLET Corvette	16-21	26-34	19-23	33-38	4°bte	VD	14°@1750	13½°@15"	N53	Ca	Z	4-5½	18	18	21½°bte
CHRYSLER Windsor	17	29-33	17-20	35	2°bte	VD	13° to 15°@2020	12°@15"	N60	B&B	BBD2312S	5-6½	Au	Au	5°bte
CHRYSLER New Yorker	17	29-32	17-20	35	4°bte	VD	8½ to 10½°@2400	12½°@17"	N70	Ca	WCFB2314S	5-6½	Au	Au	15°bte
CHRYSLER Imperial & Cr. Imp.	17	NA	17-20	35	4°bte	VD	8½ to 10½°@2400	12½°@17"	N70	Ca	WCFB2314S	5-6½	Au	Au	15°bte
CONTINENTAL	14-16	26-28½	17-20	32-36	5°bte	VD	None	13½°@1.88"	N65	Ho	60A	4½-5½	Au	Au	18°bte
DeSOTO Fire Dome	17	29-33	17-20	35	5°bte	VD	7°@800	12½°@15"	N60	B&B	BBD2308S	5-6½	Au	Au	4°bte
DeSOTO Fire Flite	17	29-32	17-20	35	4°bte	VD	9½°@2200	13½°@15"	N60	Ca	WCFB2311S	5-6½	Au	Au	15°bte
DODGE Coronet 6	20	30+3	17-20	35	2°bte	VD	9°@1700	9°@14"	N50	St	WW3-124	4-5½	10	10	12°bte
DODGE Coronet 8	17	29-32	17-20	35	4°bte	FW	16°@2150	13½°@15"	N50	St	WW3-135	5-6½	Au	Au	14°bte
DODGE Royal 6 and Cust. Royal	17	29-32	17-20	35	6°bte	FW	17°@2375	12°@15"	N50	St	WW3-138	5-6½	Au	Au	11°bte
FORD 6 Main, Cust., Fair.	24-26	35-38	17-20	32-36	4°bte	VD	None	13½°@6"	N55	Ford	NA	4-5	19	19	24°bte
FORD 8 Main, Cust., Fair.	14-16	26-28½	17-20	32-36	3°bte	VD	None	16½°@4.6"	N55	Ford	NA	4-5	19	19	12°bte
FORD Thunderbird	14-16	26-28½	17-20	32-36	X	VD	None	13.5°@2.19"	N55	NA	NA	4-5	19	19	12°bte
HUDSON Wasp 6	18-20	36-42	17-20	32	te	VD	14½°@1500	8½°@9"	N50	Ca	WAI-2009-SA	4-5	10	15	26°bte
HUDSON Hornet 6	18-20	36-42	17-20	30	te	FW	9°@2000	5°@10½"	N50	Ca	WDG-2252-S	4-5	Au	Au	33.7°bte
HUDSON Hornet V-8	16	28-34	17-20	35-37	5°bte	VD	14°@1700	12°@12½"	N60	Ca	WDG-2251-S	3½-5½	Au	Au	14°bte
LINCOLN	14-16	26-28½	17-20	32-36	5°bte	VD	None	13½°@2000 @1.88"	N65	Ho	ECU-9510D	4½-5½	Au	Au	18°bte
MERCURY	14-16	26-28½	17-20	32-36	3°bte	VD	None	13½°@2.19"	N55	Ho	R-1162-1A	4-5	19	19	12°bte
NASH Statesman 6	16	28-35	19-23	30	te	VD	17°@1600	5°@11"	N55	Ca	WCD-2350-S	4-5½	12	16	12½°bte
NASH Ambassador 6	18-20	36-42	17-20	30	4°ate	VD	17°@1350	7°@14"	N50	Ca	YH-895-S	4-5½	12	16	12½°bte
NASH Ambassador 8	16	28-34	17-20	35-37	5°bte	VD	14°@1700	12°@12½"	N60	Ca	WDG-2251-S	3½-5½	Au	Au	14°bte
OLDSMOBILE "88"	16	26-33	19-23	30	5°bte	CP	26°@1460	21½°@16"	N62	RP	2GC	4-5	Au	Au	11½°bte
OLDSMOBILE Super "88" & "98"	16	26-33	19-23	30	5°bte	CP	26°@1460	21½°@16"	N62	RP	4GC	4-5	Au	Au	11½°bte
PACKARD Clipper Cust. & Del.	16	27	17-20	33-37	5°bte	VD	15°@2000	12°@12½"	N60	Ca	T	3½-5½	Au	Au	14°bte
PACKARD & Caribbean	16	26-30	19-23	33-37	10°bte	VD	12°@2000	8½°@14½"	N60	RP	T	3½-5½	Au	Au	14°bte
PLYMOUTH 6	20	29-32	17-20	35	2°bte	VD	9°@1300	9°@14"	N50	B&B	BBS2293S	4-5½	10	10	12°bte
PLYMOUTH 8	17	29-32	17-20	35	4°bte	CP	16°@2100	13½°@15"	N50	B&B	BBD2299S BBD2259S13	5-6½	12	20	14°bte
PONTIAC Star Chief (Safari)	16	26-33	19-23	33-38	5°bte	VD	10°@3600	8°@13½"	N53	RP	7009696	4-5	O	O	M
PONTIAC Star Chief	16	26-33	19-23	33-38	5°bte	VD	10°@3600	8°@13½"	N53	RP	7007900	4-5	O	O	M
RAMBLER	16	28-35	19-23	30	te	VD	17°@1600	5°@11"	N45	Ca	AS-2349-S	4-5½	12	16	12½°
STUDEBAKER Champion, Pelham	20	38-40	17-20	28-33	2°bte	VD	14°@2800	18°@12"	N50	Ca	WE-2108S	3½-5½	16	16	15°
STUDEBAKER Commander, Parkview	13-18	28-34	19-23	33-38	4°bte	VD	24°@2200	16°@11"	N50	St	WW6-117	3½-5½	23-25	23-25	11°
STUDEBAKER Pres., Pinehurst	13-18	28-34	19-23	33-38	4°bte	VD	24°@2200	16°@11"	N50	St	WW6-117	3½-5½	23-25	23-25	11°
STUDEBAKER Golden Hawk	15	28-34	17-20	33-38	5°bte	VD	20°@1700	20°@11"	N60	Ca	WCFB-2394S	3½-5½	Au	Au	14°

ABBREVIATIONS

- 1—Dynaflow 30°bte.
 1—Powerglide 14°@1750.
 1—Powerglide 26 1/2°bte.
 a—Fairlane 13 1/2°@2.9".
 ate—After top center.
 Au—Automatic.
 b—Automatic transmission 6°bte.
 B&B—Bal. & Bal.
 bte—Before top center.
 Ca—Carter.
 CP—Crankshaft pulley.
 FW—Flywheel.
 Ho—Holley.
 M—Std. Trans. 22°bte; Auto. Trans. 27°bte.
 N—Negative.
 NA—Not announced.
 Q—Usage not recommended.
 RP—Rochester Products.

- St—Stromberg.
 T—1956 Packards have Carter WCFB-2394-S and Rochester 4 GC-7008610 and 4 GC-700980 (Caribbean model only).
 Clippers have Carter WGD-2393-S and WCFB-2394-S and Rochester 4 GC-7008610.
 te—Top center.
 VD—Vibration damper.
 X—Std. and O. D. Trans., 3°bte; Auto. Trans., 6°bte.
 Z—WCFB-2419S front, WCFB-2382S rear.

YOU ASKED FOR IT...SO RUST MASTER'S

BIG

6 for 5*

DEAL IS ON AGAIN!

*YOU GET SIX AND ONLY PAY
FOR FIVE

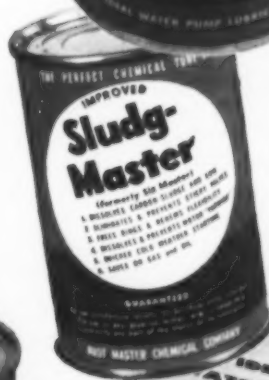
The Extra One is **ALL PROFIT!** Cash In On This Guaranteed
Sure-Fire Deal! STOCK UP ON THE **BIG** PRODUCTS
with THE **BIG** PROFITS! RIDE THE BIGGEST CONSUMER
DEMAND EVER! Year 'round selling season! — Greater
Customer Satisfaction! DON'T MISS ANY PART OF THIS
DEAL—ORDER FROM YOUR SUPPLIER RIGHT AWAY!
IT'S UP TO YOU HOW MUCH YOU MAKE!

HERE'S HOW IT WORKS . . .

WHEN YOU ORDER 6 YOU GET ONE FREE!

- | | |
|---------------------------------|--------------------------------|
| 1) You Pay for 5 RUST MASTER — | You Get ONE RUST MASTER FREE! |
| 2) You Pay for 5 LEAK MASTER — | You Get ONE LEAK MASTER FREE! |
| 3) You Pay for 5 SLUDG-MASTER — | You Get ONE SLUDG-MASTER FREE! |
| 4) You Pay for 5 CARB MASTER — | You Get ONE CARB MASTER FREE! |
| 5) You Pay for 5 ASSORTED — | You Get ONE LEAK MASTER FREE! |
- Offer Works on any Multiple of 6! Order as Many as You Want!

NO FUSS
NO MUSS
JUST POUR
NO MORE



PRODUCTS WORK WHILE YOU RIDE!
Rust Master
CHEMICAL CORP
MFG. CHEMISTS
50-56 CROSBY ST., CAMBRIDGE 40, MASS.
The efficient partners of motor efficiency



*IMPORTANT—THIS
SPECIAL 6 FOR 5 DEAL
IS GOOD ONLY FROM
FEBRUARY 1, 1956
THROUGH
APRIL 30, 1956

NOW...

A POWERFUL NEW APPEAL WILL BOOST SPRINGTIME

Over the years, millions of dollars have been spent to educate car owners on the importance of periodic oil changes—and especially the importance of getting rid of dirty winter oil in the spring.

Car owners now know and appreciate the value of springtime oil changes. But what many of them don't know is that misfiring plugs cause oil dilution—and that misfiring plugs will thin out their brand-new summer oil, waste their hard-earned dollars.

Here's a story that's one of the first really new merchandising ideas

the spark plug business has seen in years. In the next few weeks, we're going to tell it nationwide—in powerful, dramatic spring advertising.

It's going to make a lot of sense to most motorists because it offers a sound and convincing reason for them to buy new plugs.

It likewise offers a sound, convincing way for you to sell new sets of 5-rib Champions and make extra profits at oil-change time. You can make the most of its great profit potential by asking every lube rack customer to let you check his plugs when you change his oil.

*Sincerely,
Jim L*

P.S. Here's further proof of Champion's full-firing dependability. A Champion-equipped Jaguar driven by Ronald Adams beat out 350 competitors in Europe's toughest, longest motoring event, the Monte Carlo Rally. And a Sunbeam, also using Champions, won the Manufacturer's Team Prize for the third straight time.

CHAMPION SPARK PLUG

TO CAR OWNERS THAT SPARK PLUG SALES



*“Don’t change to
summer oil without
a spark plug check”*

CHAMPION

5-RIB SPARK PLUGS

COMPANY • TOLEDO 1, OHIO

Readers are invited to contribute to—SHOP TALK

AUTOMOTIVE TO EVANGELISM

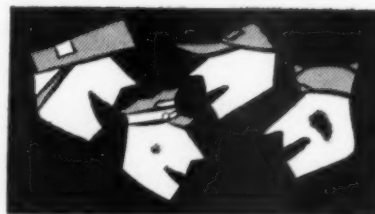
Tulsa, Okla.

Gentlemen:

On Feb. 14, 1956, I sold the assets of my Braxton Motor Sales, Inc (Oldsmobile and GMC trucks), Whiteville, N. C., to Harold Wells and Buster Powell, who are operating the business under the name

of Wells Oldsmobile Co.

Whether this makes news or not, I do not know, but during the 25 years I was in business and 21 years with Oldsmobile and GMC, I have many friends throughout the industry who might be interested to know that I have retired from active business, and perhaps some of the reasons for doing so.



A column of informal comments about the automotive trade and its problems.

HYDRAULIC VALVE TREATMENT

For Top Engine Performance



CORRECTS!

- Frees hydraulic valve lifters
- Permits valve lifters to operate quietly
- Dissolves engine sludge and varnish
- Increases power and gas mileage



MAINTAINS!

- Keeps valves and lifters free
- Cools as it lubricates
- Protects engine parts
- Increases the life of your car



DO YOUR CUSTOMER A FAVOR! TELL HIM ABOUT THIS EASY Two-Step Treatment — He'll show his appreciation in repeat business!

Order from your jobber, or write to Dept. 164

EMEROL MANUFACTURING CO., INC.

242 WEST 69TH STREET, NEW YORK 23, N. Y.

During my working years, I have much to be thankful for and by some standards I might not be considered successful, but I was able to let up from my regular work several years ago and do some of the things I had always wanted to do. I have now disposed of just about all of my business enterprises, but have retained my position as chairman of the board of the First National Bank in Whiteville, also vice-president of the radio broadcasting station there and Braxton-Warren Co., Inc., an appliance dealership; also as president of Citizens Auto Finance Corp. in Reidsville, N. C. These are all the business enterprises I am connected with officially and I am now devoting my time mainly to Oral Roberts' world-wide radio and television programs.

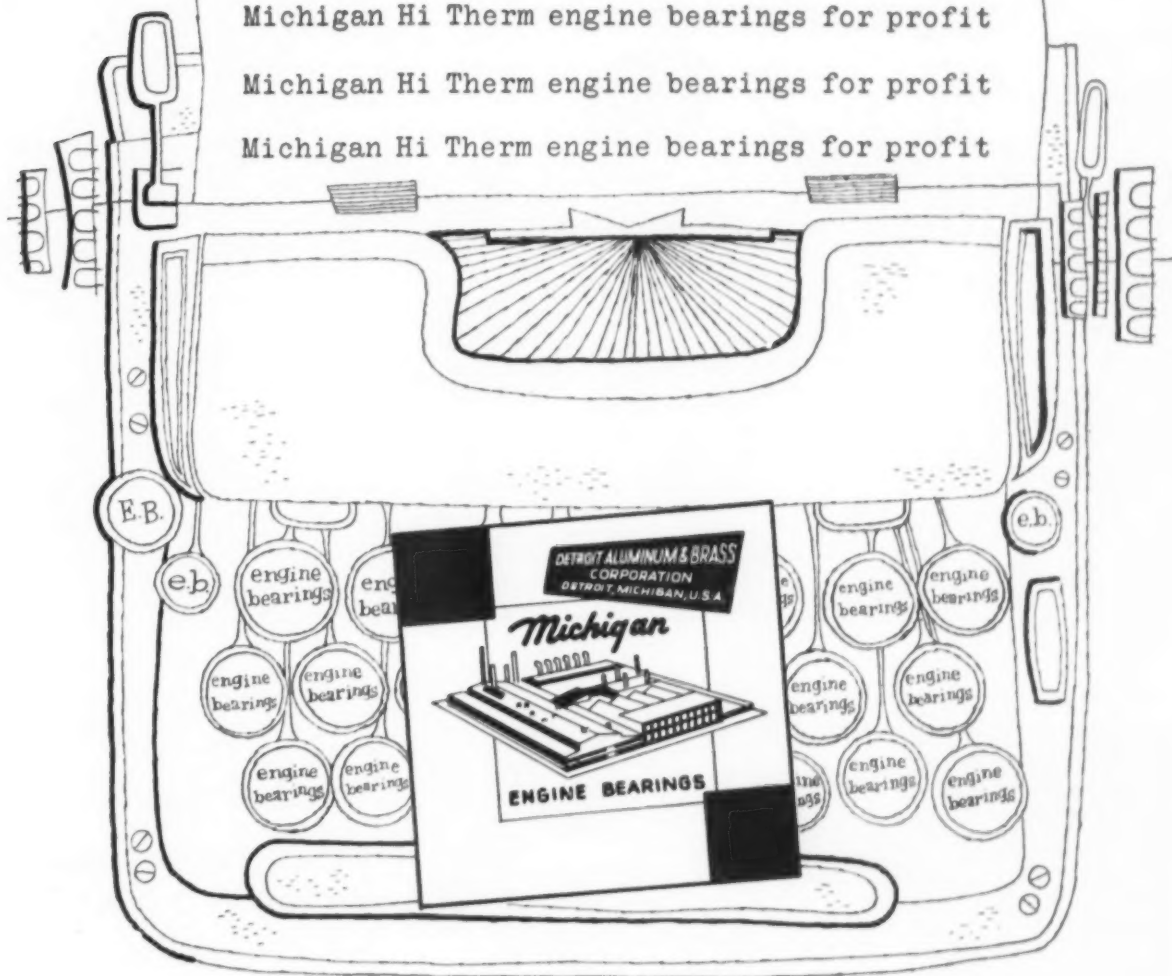
When I became interested in the work Oral Roberts is doing, seven years ago, I was looking for something to use my time and which I thought was a cause greater than myself. Also, I like anything that is promotional, as you know. During this time the radio and television department which I am in charge has grown from eight radio stations seven years ago last month when I met Oral Roberts to 536 radio and television stations around the world. We are very thankful for our friends who

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.



PUSH the Profit Key!

Michigan Hi Therm engine bearings for profit
Michigan Hi Therm engine bearings for profit
Michigan Hi Therm engine bearings for profit
Michigan Hi Therm engine bearings for profit
Michigan Hi Therm engine bearings for profit



In your sale of engine bearings for replacement, there's only one key to profit—MICHIGAN HI THERM. Make us prove it.

DETROIT ALUMINUM & BRASS CORPORATION

DETROIT 11, MICHIGAN

MANUFACTURERS OF ENGINE BEARINGS FOR ORIGINAL EQUIPMENT SINCE 1925

have made this possible.

Recently I have made four trans-ocean crossings and on one of these trips I completed a circum-navigation of the globe covering 45,000 miles through Europe, Africa, Asia, Australia, Philippines, Hawaii and back home. I have other plans of travel in mind and these include traveling by my own plane, which I purchased this week and, of course, travel abroad on the regular airlines.

I am on the editorial staff of Oral Roberts' magazine with three

quarters of a million monthly circulation, also I am editor of our radio and TV magazine with 300,000 circulation.

One of the most difficult things about retiring from making money to making a better world, was to give up the frequent contacts with my friends that I had enjoyed working with so many years. But there is nothing like doing what a person feels that he should do. Truthfully I can say that I am happier today than at any time in my half century of years which

I have been fortunate to have allotted to me up to this time.

I remember some great man who went to Africa as a medical missionary stated when someone asked him about giving up the comforts and conveniences and friends in America why he did it and he replied, "Any place where a man feels at home, outside of the place where he was born, that is the place he was meant to be." So I guess that about sums up the work that I am now doing. I am still keeping my home in Whiteville but I have an apartment in Tulsa and, of course, I travel all over.

LEE BRAXTON,
c/o Oral Roberts

CARBURETOR FLOODING

Charlotte 1, N. C.

Dear Sir:

We read with considerable interest an article in your February issue written by Mr. Lynn F. Snoddy entitled "They Will Flood," meaning, of course, carburetors.

This article points out so vividly a chronic problem that we, as a central warehouse for most of the major brands of carburetors, are constantly faced with.

We wonder if it would be possible to obtain reprints of this article and if so what the cost would be.

If you cannot furnish reprints of this article, we are wondering if we could obtain permission to reproduce it ourselves with, of course, proper credit to your fine magazine and to the writer.

CARL S. JOHNSON,
Automotive Electric Associates, Inc.

Mighty glad the article went over with you.

MORE ABOUT SILICONE

Canton, N. C.

Gentlemen:

I have just read Frank Gilliam's letter to you on silicone troubles which you printed in your Shop Talk column. You mentioned the fact that you have a suggestion to offer that may help. We have the same trouble as Mr. Gilliam and we would certainly appreciate it if you will write us about this.

DON MURPHY,
Service Manager,
Murphy Chevrolet

We are happy to offer a suggestion which may help.

Scintillating...

Anne Francis,

co-starred
in M.G.M.'s

"Forbidden Planet"

In Cinemascope and Color



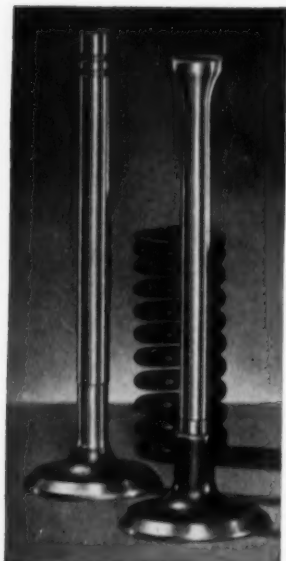
**There's a bright future, also
for repairmen who install ...**

Manley

valve parts

Airchrome VALVES, SPRINGS, GUIDES—and TIMING CHAINS

Manley Valve Corporation, 15th St. & Fairmount Ave.,
Philadelphia 30, Pa. Supplier to leading original
equipment manufacturers. District Sales Representatives:
Lawrence M. Hirsig Co., Jacksonville; J. S. Connell
Co., Dallas.



88

Big Number

IN THE
NEW
HIGH-VOLUME
FIELD!



**Oldsmobile's
Lowest-Priced
Rocket Engine Car
Sets a
Record-Smashing
Sales Pace for
Olds Dealers**

*Standard on Series Ninety-Eight, optional
at extra cost on all other series.

It's going over bigger every day! The "88"—Oldsmobile's big-volume leader—has set up Olds dealers solidly in the new big-volume field!

When it's price people want, Olds dealers have it—a model that sells for less than many so-called "lowest-price" models. When it comes to performance—there's still nothing quite like the Rocket! As for style, prestige, value—the big-volume buyers everywhere are naming the "88"!

Months ago, Oldsmobile foresaw the trend, prepared for it, stepped up "88" production facilities to meet the new demand. And Olds dealers again got what they wanted. Just as they have always gotten what sells best. Like the new Rocket Engine! Like new Jetaway Hydra-Matic!*

No wonder they're the envy of the industry—because, more than ever, the going's great with the low-price, high-value "88"!

A QUALITY PRODUCT SOLD BY OLDSMOBILE QUALITY DEALERS!

OLDSMOBILE

DIVISION OF GENERAL MOTORS CORPORATION • LANSING, MICHIGAN

Don't know how widespread it is, but around here I've seen a number of hybrid automobiles that will come as a surprise to the mechanic who lifts the hood and starts to work on the engine.

You can't tell what make and style of hood will house a Cad or Olds powerplant, and on more than one occasion I've seen Fords with Chev engines and vice versa. They've done a neat installation job on them, too. But we just can't issue a parts order without a close



Why it Pays . . . To Ask Your Jobber for Hastings Replacement Parts



Catalogs
available to
jobbers only.

"Rebuilt by Hastings" means that the work is done in a superbly equipped shop . . . by careful workmen under close supervision . . . and tested before shipping. Ask your jobber for Hastings replacement parts and you will be assured of complete customer satisfaction. Write us for the name of your nearest Hastings jobber.

Generators
Armatures
Pressure Plates
Carburetors
Starter Bendix
Starters
Ford Distributors
Clutch Discs
Fuel Pumps
Bonded Brake Shoes

The **Hastings**
Company

KING, N. C.

look at the engine anymore. Some of the combinations have a takeoff that will leave your hat in the back seat if you've got a heavy foot.

It's always reassuring to read that engineers working back of the scenes are not solely concerned with eye-catching results like hundreds of horsepower, etc., but are constantly striving for more efficiency and economy in the old powerplant. Seems they are giving the old valve train a critical going-over with all sorts of ideas about better methods of rotating the valves during operation, cutting the weight and misbehavior of the reciprocating parts in the train, with possibly a flashback to the several car and commercial vehicle engines which employed an overhead camshaft in the past.

There may even be the possibility of sealed-unit hydraulic lifters, since on our conventional hydraulic lifters the main problem has been a dirt-free and uncontaminated operating fluid. Perhaps if they get them out of the engine lubricant and use an isolated fluid of their own this problem will be solved.

Probably there are more fuel injection systems closer to the market than most people realize too. If the buying public shows any inclination to pay the difference in price between the injection system and the carburetor, they'll be with us quick and in plenty, believe me. And the price differential is getting less all the time, as "deep-breathing" carbs aren't exactly a "give-away" item.

It's a fair bet that big changes in the springing and final drive units may come along too, now that Packard has used the torsion bar suspension which heretofore was only applied to heavy-duty stuff or military vehicles in this country, although foreign cars have used it for some time.



Convince car owners to

drain last winter's anti-freeze



SOUND ADVICE TO CUSTOMERS MEANS MORE BUSINESS FOR YOU

Urge your customers to drain anti-freeze in the spring and replace it with water containing rust inhibitor. By giving all the facts, you can show how a minor investment each year prevents costly repairs later on.

Rust inhibitors last all winter ... but not forever

There are many reasons why anti-freeze rust inhibitors are used up during a season's driving. For example, even a small amount of exhaust gas leaking into the cooling system can reduce the effective life of a good rust inhibitor.

Water is a better summer coolant

All-winter anti-freeze does not help the engine run cooler. Since inhibitors break down and rust forms more rapidly during summer driving, the worn-out anti-freeze solution must

be discarded and replaced with fresh water containing a special summer rust inhibitor.

Automotive experts all agree

The men who know the technical side of anti-freeze and cooling systems are solidly together on this point. Their findings in the laboratory and on the road prove that draining anti-freeze in the spring is the best rule for all car-owners to follow. And, authorities point out that water is more effective for summer cooling than anti-freeze solution.

The feeling of experts on this important matter is summed up well in this statement from the American Automobile Association — "Changing cooling solutions periodically makes the same good sense as changing motor oil."



For further information, write to

CARBIDE AND CARBON CHEMICALS COMPANY

A Division of Union Carbide and Carbon Corporation **UCC** 30 East 42nd St., New York 17, N. Y.

Their optional new rear axle with the differential that divides torque in such a manner that the wheel on the dry roadbed can pull you along even though the other wheel is on ice or mud, which also was a system only used on trucks and military vehicles domestically, may influence a trend in other makes of passenger cars.

We may see air suspension units instead of springs and other methods of dividing axle torque for better traction on slippery roadbeds.

Just goes to show that we need

never worry about our jobs taking on the assembly-line repetition that has been predicted for us from year to year, but has never yet arrived.

Well, happy spring-tune-ups to you, doc.

Yrs,
Ed.

Packard's Push-Button

(Continued from page 65)

To replace the control housing, disconnect the wiring harness con-

ductor at the firewall, remove all wires and pull them up through the steering column, one at a time.

How to remove motor:

Don't attempt to take off the servo motor unless you are prepared to disconnect the front universal joint, jack up the rear of the engine and remove the transmission tail shaft and housing. The selector should be in "Reverse" during the operation.

Move the rear of the engine as far right as possible with a pry bar or jack. Next, remove the plate on the lower side of the shift control gear housing, the set screw and the two bolts which attach the unit to the transmission housing, permitting the assembly to slide outward off the transmission manual lever shaft.

Then remove the wiring harness connector from the forward side of the firewall and disconnect the motor wiring from the relays at the left front fender splashers.

The servo motor and gear housing are replaced as a unit.

American Motors Produces 2,000,000th Single Unit

AMERICAN Motors Corp. produced its 2,000,000th car with single-unit construction, a Rambler, on March 27, E. W. Bernitt, vice-president of automotive manufacturing, announced.

The company's first single-unit car was built in August, 1940, by Nash Motors, then a division of Nash-Kelvinator Corp. The construction was adopted by Hudson Motor Car Co. in 1948 and now is used in all American Motors automobiles.

Mack Makes Full Branch At Charleston, W. Va.

MAK Trucks, Inc., has established a separate branch at Charleston, W. Va., previously a sub-branch, L. E. Minkel, vice-president and general sales manager, has announced.

E. C. Parker, manager of the Charleston sub-branch, was promoted to district manager at Pittsburgh. Howard Freeman was named manager at Charleston.

John Smith of Atlanta Dies

John Edward Smith, 79, chairman of the board of John Smith Co. (Chevrolet), Atlanta, Ga., died March 12. He was a past president of both the Atlanta and Georgia automobile dealers associations.

It Pays to Feature Porters!

 <p>PORTER STEEL-PACK MUFFLER for better mileage, greater power, straight-through type, lasts 2-5 times longer than ordinary mufflers.</p>	 <p>PORTER HOLLYWOOD MUFFLER for softer exhaust tones, reduced back-pressure, new echo-chamber type.</p>  <p>PORTER RESONATOR combined with a Porter muffler, reduces noise factor to a minimum.</p>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

*...they mean extra value to
buyers and dealers*

Why feature Porters? For the same reason your customers want them — no other muffler exhaust system offers so much. The Porter name means high quality. It's the symbol of more than 20 years experience in research, design and engineering of thousands of mufflers. And it's the mark of integrity, dependability, honest dollar-for-dollar value. If you're interested in a Porter dealership in your territory, write today for complete information!

PORTER MUFFLER MANUFACTURING CO., Inc.
11820 West Olympic Blvd., Los Angeles 64, California



PORTER

FIRST IN MUFFLERS

"WHY MECHANICS GROW OLD"



LADIES' MAN

Reprints, already framed, sent free on request

Extra service is an important "plus" in building good will and bringing in repeat business. One of the best kinds is the extra service built into every AIRTEX Fuel Pump—thousands of extra miles of trouble-free performance that makes thousands of satisfied customers.

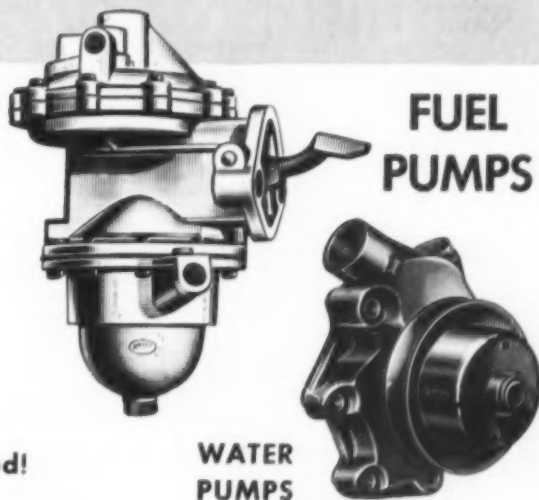
If it's
AIRTEX
it's got to be good!

SEE YOUR AIRTEX JOBBER . . . or write today for catalogs

AIRTEX AUTOMOTIVE DIVISION • FAIRFIELD, ILL.

SOUTHERN AUTOMOTIVE JOURNAL for April, 1956

Want more facts? Use Reader Service Card Page 118



Save Their Lives

(Continued from page 59)

are all part of the process of participation.

For motorists, vehicle safety-check turns up dramatic examples of the importance of maintaining a vehicle in safe operating condition. Last May the editor of a Casper, Wyo., newspaper wrote a stirring editorial urging readers to have vehicles safety-checked after he discovered a badly damaged muffler was pouring carbon mon-

oxide into his car and loose steering endangering his life at every turn.

One driver in Tacoma, Wash., breathed a sigh of relief when his brake fluid gushed during the safety-check just before he was to descend a steep hill.

The majority of motorists appreciate a vehicle safety-check whether it shows their cars in need of repair or just gives them the peace of mind that comes with knowing their cars are in safe operating condition.

For the community, vehicle safety-check is a first step toward concerted year-round programs of traffic accident prevention. Four cities created permanent traffic safety organizations as a direct result of the 1955 program.

For the dealer, the jobber, or other member of the automotive service industries, vehicle safety-check can also produce dramatic results. One of the first cities to try the community-wide safety-check was Dothan, Ala.

Tire dealers in Dothan did a particularly good job of supporting the city's all-out effort. Tire men were lent by dealers and were on duty at each check lane to give citizens a thorough tire check and friendly tips on tire care. They made no attempts to sell tires to anyone. Nevertheless, townspeople learned about tires and appreciated the friendly spirit of public service of the tire dealers. Before the week was over, the city's supply of standard-size passenger-car tires was gone.

Dealers learned the importance of offering safety-checks on a free and voluntary, no-obligation basis. They discovered that when the emphasis is properly placed, on traffic safety, sales take care of themselves.

The following are things you can do to participate:

Cooperate with local planning groups.

Serve on committees.

Help provide your city with official materials for check lanes.

Tie your advertising in with safety-check.

Loan mechanics to check vehicles at check lanes.

Offer merchandise or service as prizes for contests or drawings.


Offer safety-checks at your place of business.

The above are things individuals and business organizations can do for National Vehicle Safety-Check. They are vital to the program that has as its slogan "Can You See, Steer, Stop Safely? . . . Check Your Car—Check Accidents."


Make it *your* project this May!

Virginians Elect Muse

The Richmond (Va.) Automobile Dealers Association has elected Fred A. "Mickey" Muse, Muse Buick, president; Robert L. Mason, Dominion Chevrolet, secretary-treasurer; E. Archie Spain, Martin Chevrolet; J. R. Chapman, Jones Motor Car Co., and Paul H. Pusey, Paul H. Pusey, Inc., directors.



**YOU'LL MAKE
BIGGER PROFITS
selling
BRIGGS**



**YOU'LL GET
MORE HELP
selling
BRIGGS**



DISPLAY RACK
Colorful, attention-getting display rack with assortment that takes care of 90% of your customers.



COUNTER DISPLAY
An action display that will catch the eye and get your customers to ask about shock absorbers.



DECAL
This decal will focus attention of BRIGGS Hydro-Muscle Ride Control, identify you as Briggs headquarters.



LITERATURE
Handout literature tells your customers why Briggs gives the "ride of your life—for the life of your car."

Sales helps like these and other sales-making aids, include lapel tags, steering wheel snap-ons and wall charts. So ask your jobber today how you can make \$18.88 PROFIT for an hour's work installing a set of BRIGGS Shock Absorbers.



BRIGGS

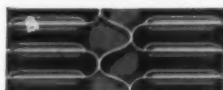
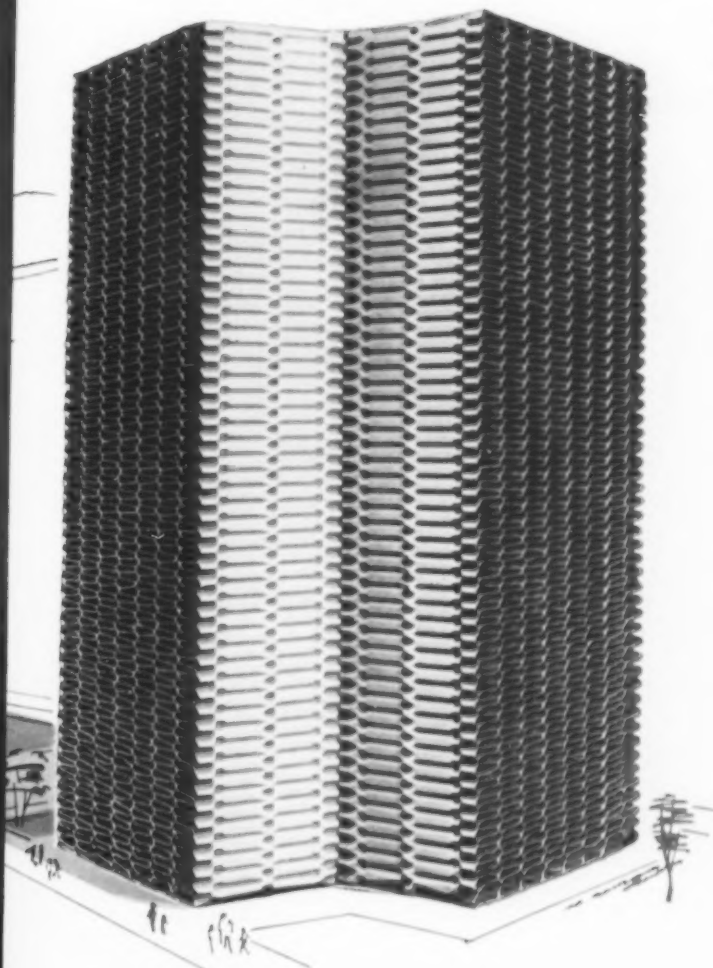
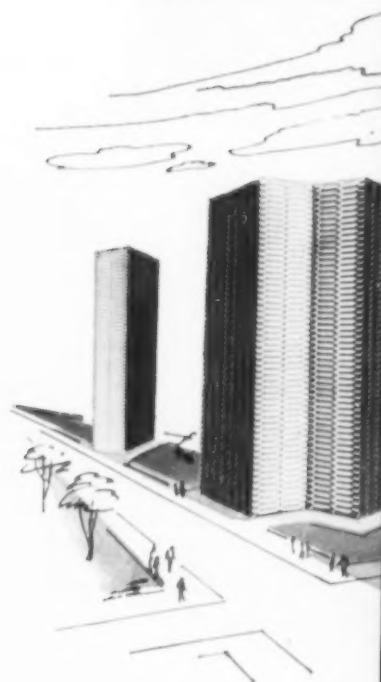
**HYDRO-MUSCLE
RIDE CONTROL**

for the ride of your life—for the life of your car

Briggs Shock Absorber Company • 1148 Euclid Avenue • Cleveland 15, Ohio

New business center for you

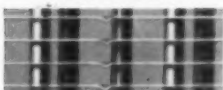
**...BUILT
AROUND
HARRISON
CORES!**



CELLULAR



TUBE-AND-CENTER



FIN-AND-TUBE

TEMPERATURES

MADE

TO

ORDER

New business centers around you . . . when you handle Harrison replacement radiator cores. For Harrison radiators are standard equipment on nearly half the cars in your trade area. This means you're in a *presold* market, where Harrison's preferred for its unique "Whirl-Cool" design. Louvered cells in these dependable cellular and tube-and-center radiator cores create far greater turbulence . . . whip incoming air into tiny tornadoes for the most efficient cooling action. So stock the original equipment line and profit. Harrison replacement radiator cores are readily available at your nearby United Motors Service distributor's or branch warehouse.

HARRISON RADIATOR DIVISION, GENERAL MOTORS CORP., LOCKPORT, N.Y.



HARRISON

Here's

SAVE!
1/2 t

**1/2 to 1 1/2 hours
PER JOB**

with **EXCHANGE SHOE SETS**
RELINED WITH GENUINE
Wagner

Comax

BRAKE LINING

BRAKE LINING
EITHER "BONDED ON" or "RIVETED ON"
Free Exchange Sets

Application Data Brake Shoe Exchange Sets

PER 3

BRAKE

EITHER "BONDED ON" or "RIVETED"

Application Data Brake Shoe Exchange Sets

DODGE-Continued

GMC TRUCK-Continued

OLDSMOBILE

[illegible]

Wagner

*...the best known
name in brake service*

a short-cut to more profitable brake service



You can save time and money with
EXCHANGE BRAKE SHOE SETS
relined with

Wagner® CoMaX BRAKE LINING
either "bonded-on" or "riveted on"

You will save from ½ to 1½ hours per reline job when you use Wagner Exchange Shoe Sets. They save you the tough, time-consuming job of delining, cleaning, and relining. Wagner shoes are reconditioned in mass quantities according to highest factory standards to assure minimum cost... and full customer satisfaction. They will not only speed up customer service and job turnover, but will eliminate costly equipment purchases, inventory obsolescence, and extra payroll during peak periods.

All Wagner Exchange Shoe Sets are lined with Wagner Brake Lining. This performance-proven lining assures safer, smoother stops... more miles between relines... fewer brake adjust-

ments. In dual-friction sets, as in single friction sets, CoMaX is uniform in density, composition, and frictional qualities throughout the service thickness of each lining. It will never compress, absorb moisture, or deteriorate with age. It withstands excessively high operating temperatures... contains no harmful abrasive material to injure drums.

Wagner Exchange Shoe Sets are available for all popular passenger cars and some light trucks with both standard and over-size lining thicknesses, either "bonded-on" or "riveted-on". You can get these shoes as well as Wagner Lockheed Hydraulic Brake Parts and Fluid from one reliable source—your nearest Wagner Jobber. See him today!

Wagner Electric Corporation
6362 PLYMOUTH AVENUE, ST. LOUIS 14, MO.
(Branches in principal cities in U. S. and in Canada)



TELL ME HOW TO UP PROFITS

...by becoming a Wagner Franchised Dealer. I understand that there is no charge or obligation.

NAME _____

FIRM _____

ADDRESS _____

CITY, ZONE & STATE _____



TRANSFORMERS INDUSTRIAL BRAKE

Better Cost-Accounting

(Continued from page 61)

one jobber to another. Both costs and profits are usually smaller in redistribution, but a fair part of overhead must be charged on these sales to avoid pulling down the net too far. Here again it is all-important to know your exact costs in each type of sale.

One former salesman, who went into business for himself but is now also a "former" jobber, was figuring his total costs at 18%, but

was not including his own salary or all of his delivery costs. In two years he didn't have enough capital left to run his business.

Experienced observers feel that the most common fault among some large jobbers is that of being too anxious to achieve very high volume in redistribution at too small a margin. If held within bounds at a proper margin, this is a legitimate function for large firms, but it is often overdone. Volume alone can't make up for faulty figuring and incidental

losses. When large houses pass on too much of their discounts to garages or shops on routine sales, in order to get this business away from one specific price-cutter, they thereby cause other small jobbers to accept the cut price as legitimate.

Wholesalers who have a standard set policy of quoting firm prices, and educating all their employees to do so, save much time otherwise often wasted in fruitless bargaining. Firmness removes all uncertainty in the minds of both salesmen and customers, and also holds the good-will of the latter. For, if an important customer such as a big dealership hears that some small garage is getting special prices through a jobber's eager salesman, the reaction can far outweigh a few petty profits on small deals.

Too Much Outside Authority

Some jobber bosses, who don't cut prices themselves or allow it over the counter, give too much authority to their outside salesmen to "make the best deal you can, but don't lose the business." News of this gets around and helps demoralize the market. Salesmen are easily tempted to cut.

Schultz feels that every jobber, no matter how small, should keep a complete set of books, showing all costs, even if he has to do it himself after hours. Eventually all time and overtime spent in accounting and purchasing should be charged as part of gross costs.

Anyone entering the trade who has not previously run some business successfully should gain management experience by working in some good jobbing house or studying management practices. He also should study accounting, either on the job, in night school or from good sound textbooks. Even if someone else keeps the books later, the owner should understand accounting principles.

There does not seem to be any standard set of forms in general use for cost accounting, but charts are available to indicate the selling price that must be charged for any item to achieve various percentages of gross profit. One has been prepared by the Automotive Wholesalers Association of Alabama. Factory price sheets are also a good guide.

Some small operators go into business without adequate capital to give them time to get started on a sound basis or survive seasonal

Count on these IMPERIAL TUBING TOOLS

for handling gas, oil and brake line jobs faster and more profitably!



IMPERIAL HI-DUTY TUBE CUTTER

Free-wheeling ball-bearing action. Flare cut-off groove in roller. Retractable reamer.

No. 274-F for 1/8" to 1" O.D. tubing.....\$3.95



IMPERIAL FLARING TOOL with QUICK SLIP-ON YOKE.

The fast easy way to make correct 45° flares on copper and aluminum tubing.

No. 193-F flares 3/16", 1/4", 5/16", 3/8", 7/16", 1/2" O.D. tubing.....\$4.75



IMPERIAL DOUBLE FLARING TOOL

Makes double lap flares on seamed steel or other soft tubing for brake, oil and gas lines. Prevents splitting of tubing. Also makes single flares.

No. 93-FB double flares 3/16", 1/4", 5/16", 3/8", 1/2" O.D. tubing. In metal kit.....\$9.40

Tube Benders and many other models of Tube Cutters and Flaring Tools also available.

IMPERIAL HANDBOOK on GAS, OIL and BRAKE LINE WORK

Excellent for training new men. Helpful pointers and tips on tubing connection work. Write for Handbook 3016.



Ask for Catalog 124

THE IMPERIAL BRASS MFG. CO., 1227 W. Harrison St., Chicago 7, Ill.
In Canada: 334 Laurier Ave., Toronto, Ont.

IMPERIAL

Brass Fittings • Flexible Lines
Shut-Off Valves • Service Aids
Tubing Tools • Drum Faucets





SELLING SLANTS

FROM DU PONT • MAKERS OF "ZERONE" AND "ZEREX" ANTI-FREEZE

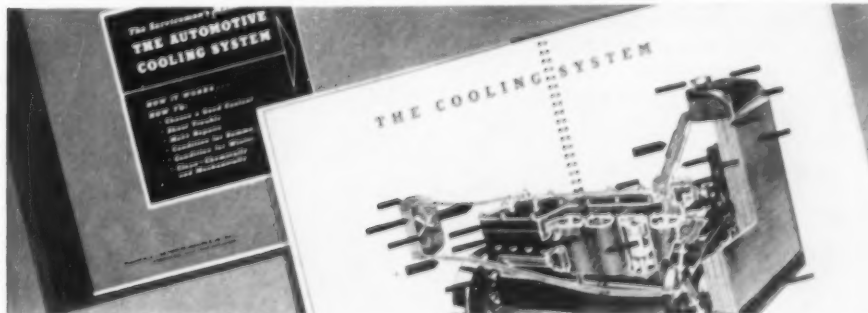


JUST A HINT THAT SUMMER'S COMING... time to make sure all your customers' cars have had winter-worn anti-freeze drained out and are completely serviced for warm-weather driving ahead.

Du Pont Manual Explains Cooling System Care—Helps You Make More Money!

Here in one 44-page book is everything you need to know about the automotive cooling system, how it works, how to trouble-shoot, how to make repairs and how to charge for the work you do! This big (11" x 14") hard-covered manual is designed for fast, easy reference. Large pictures and diagrams in full color show you each step of every cooling system job.

Put this book to work in your station and you'll see the profits go up. Produced to sell for \$3.00, this manual is offered to "Selling Slants" readers for \$1.95! Send your check or money order for your copy of "The Serviceman's Manual on the Automotive Cooling System" to Du Pont at the address shown at the bottom of this page.



WRITE TO:
"SELLING SLANTS"
E. I. DU PONT DE NEMOURS & CO.
"Zerone"- "Zerex" Section
Nemours 2420-B4, Wilmington 98, Del.



ZERONE® and ZEREX®
ANTI-FREEZE

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

How to Increase Your Business and Profits

Spring is the ideal time to build your business because it offers you so many easy ways to be of service to motorists in your neighborhood: For example:

If you look closely, you'll find that most cars show the signs of a hard winter. This gives you your chance to build business and profits. Here's how:

1. Take time to check and replace, where needed, tires, batteries, wiper blades, spark plugs, oil filters, etc., on every car you can.
2. Drain out winter-worn anti-freeze and clean radiator if needed. Check hose connections, fan belts and other cooling system parts.

urges motorists to drain out winter-worn anti-freeze and motor oil. Space is also provided for a dealer imprint and service message. You can get 50 of these cards (shown below) along with a tie-in window streamer when you reserve your '56 order of "Zerone"



HERE'S ANOTHER SALES IDEA

Don't wait for business to drive in—use direct mail and go after it!

You'll make extra money when you remind every prospect on your list that it's time for a check-up now, before summer driving and vacation trips are here. Many dealers report great success with direct-mail reminders... find they are good-will builders, too.

To help dealers increase their business with direct mail, Du Pont has prepared a colorful card that

and "Zerex" anti-freeze. Ask your supplier for more information or write to Du Pont (address below).

Have You Reserved Your 1956 Supply of "Zerone" and "Zerex" Anti-Freeze?

There's good reason why you should reserve your '56 supply of "Zerone" and "Zerex" anti-freeze right now.

You will be sure of having all you need when you need it and in the container sizes you prefer. Then no matter how early the cold weather hits you'll be all set for those anti-freeze sales and profits. Even more important—you can start winterizing your customer's car *before* the first freeze and get a head start on the profitable anti-freeze business. So reserve your "Zerone" and "Zerex" now—America's largest-selling anti-freeze team—made and backed by Du Pont.

or business cycles. Circumstances vary, but it is estimated that around \$20,000 is necessary to build and back a satisfactory jobbing business and give good, all-around service.

It is considered that the function of a small firm is to serve a natural neighborhood area, and lines and service skills should be developed with this in mind. Supplying real service with the merchandise is one of the best ways to get a fair price. And another is to know your full costs at all times

on every item.

Trade observers say that hundreds of "new" wholesalers go out of business every year because they don't observe these simple precautions. When told that their prices did not allow them sufficient margin, many who fail will say, "We only sold as low as we had to to get orders away from competition." Experienced operators reply that, no matter if the competition does want to go broke, a wholesaler's own costs are the only safe key to his prices and his

survival. Skillful reduction of costs, where possible without impairing service, is the only sound way to gain a little leeway on prices where this is really necessary.

The distributing field in general is already oversupplied, and unless a new operator can find a specially favorable location, where convenience is a big factor, or unless he can supply special skill and service in meeting neighborhood needs, his efforts may be all uphill.

Most big wholesalers and manufacturers are willing to do what they can to stop destructive and chaotic price cutting, but it's a common complaint that no one seems in a position to take the initiative in educating the lagging members of the industry. It has been suggested that more talks could be given along these lines at association meetings with specific explanations on figuring complete costs. Also that mimeographed copies could be sent out to non-association members who probably need help the most.

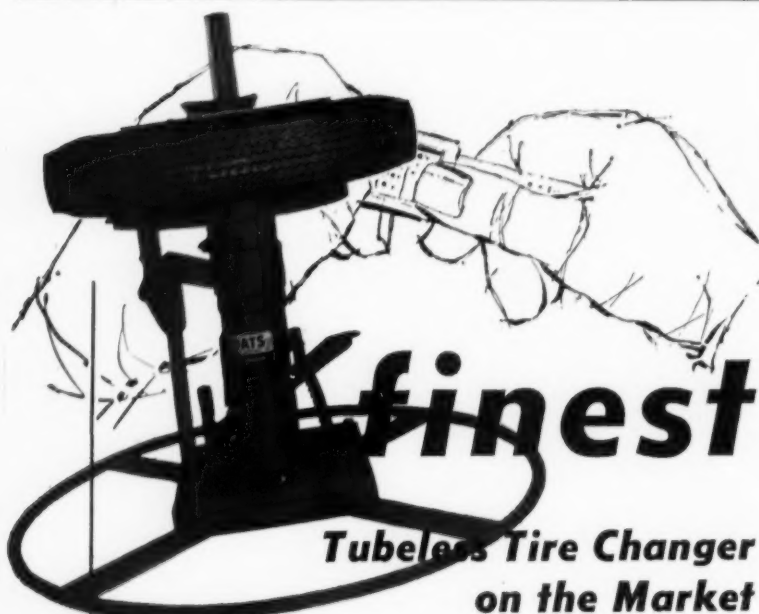
Nothing Systematic Here

Merchandising promotions are freely offered to the trade, but nothing systematic is done about what many regard as one of the greatest evils of the age—indiscriminate and uninformed price slashing, which in one way or another is helping to reduce the net profits of every jobber!

Most manufacturers do what they can to hold the line, but a few are so anxious to gain volume that they actually encourage or condone wholesalers in reducing prices in order to move more of these individual brands competitively. Here again it is considered that the only sound way to get the "price" business is to improve production efficiency and lower factory prices—not jobber margins. The 3% national profit average indicates they are none too liberal already.

Factories sometimes reduce wholesale margins by changing to less liberal freight policies, and by offering premiums and bonuses at the retail level which sometimes have to be redeemed by the wholesaler at his own expense.

Quantity discounts are occasionally abused by some factory salesmen extending special stocking discounts to some levels of the trade which are not stocking in the true sense.



finest Tubeless Tire Changer on the Market

PRECISION-ENGINEERED FOR SPEED, SAFETY

COATS TIREMAN

NEW D-D (DOUBLE DUTY) MODEL
Roll-A-Way Base Optional



TOOL RACK

Coat's tire-changing tools are kept in place and ready for use when you have a COATS TOOL RACK near your Tireman.

Never before has a tire-changer won such unqualified acceptance from servicemen and engineers alike. All agree that Coats famous polished-roller action and safety-first bead looseners make the TIREMAN the finest tire-changing tool in the industry.

ONLY \$119.50 FREIGHT PAID

Why don't you ask for a demonstration to discover how quickly, easily and safely you can change either tubeless or conventional tires with a precision-engineered COATS TIREMAN!

JACK P. HENNESSY COMPANY, Inc.

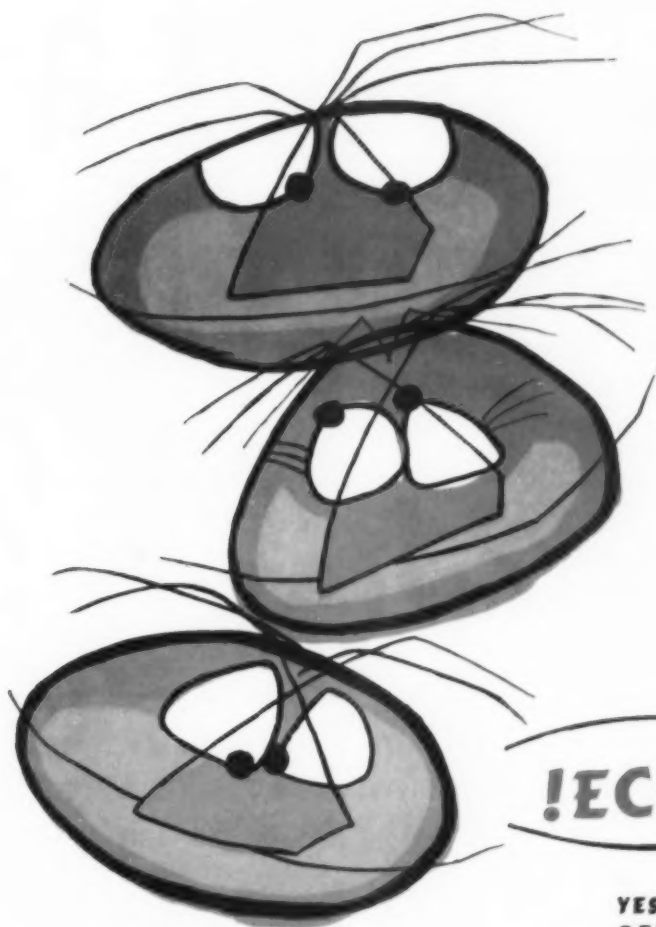
Manufactured by COAT'S COMPANY
FORT DODGE, IOWA

PIONEERS IN
TUBELESS TIRE SERVICE EQUIPMENT

WESTERN DIVISION OFFICES
3453 Cahuenga Boulevard
Los Angeles 28, California

MID-WEST OFFICES • Chicago, Ill.
244 E. Pearson St.

GENERAL OFFICES: 12 DEPOT SQUARE, ENGLEWOOD, N. J.



YTI LAUQ

ECIVRES

!ECIRP

WHAT?



YES IN THE VITALIC LINE, YOU GET QUALITY, SERVICE AND PRICE, THE THREE THINGS YOU WANT MOST IN A BATTERY.

No other line of batteries offers so much.

Call or write today for details on how Vitalic can help increase your battery sales and profits.

Since 1933... Quality Batteries by the South's Largest Independent Battery Manufacturer.

VITALIC BATTERY COMPANY

2040 Amelia, Dallas, Texas

Telephone LAKeside 5108

Vitalic batteries

Need a jack, JACK?

**NOW IS THE TIME
TO SEE YOUR JOBBER FOR
THE WALKER "JOB-FITTED"
JACKS YOU NEED!**

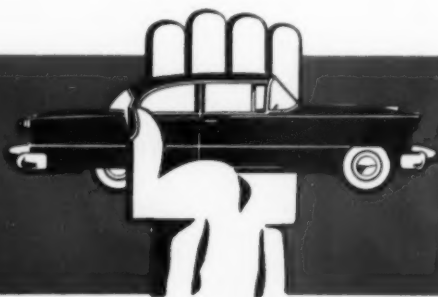
● It's here! A money-saving opportunity to get world-famous Walker Jacks priced to fit your budget. A chance to own the specialized lifting equipment that will pay off in bigger shop profits for you—year after year!

You get all the top quality in these dependable Walker Jacks that has made them the standard of the industry for more than a quarter-century. See your Walker Jobber today!



**WALKER MANUFACTURING CO. OF WISCONSIN
RACINE, WISCONSIN**

Jacks • Exhaust Silencers • Oil Filters



BUY WALKER NOW AND SAVE TWICE!

Save with WALKER'S
BIGGER DOLLAR VALUES!

You get Walker high quality, as always—
more jack per dollar than ever!



WALKER "Handy Boy"

—New No. 99 Hydraulic
One-End Bumper Lift

A TOP VALUE!—NOW

\$89⁷⁵

Save with WALKER'S
EXTRA FEATURES!

Designed with you in mind—to save you
time, labor and money for years.



WALKER "Greyhounds"

—World's Finest
Floor Service Jacks

AS LOW AS

\$116⁹⁵



New WALKER

"Car S'ports"

—Low Cost Adjustable
Car Supports

AS LOW AS

\$12⁵⁰
a pair



WALKER

"Uni-Cradle"

—No. 48 Automatic
Transmission Jack

A BARGAIN BUY!

\$277⁰⁰

All prices Suggested Dealer Net—Subject to change without notice

WALKER *leads in* JACKS

South Had Its Fords

(Continued from page 57)

prosperity at Hagerstown, Md., in 1905 — the record for cars made in the South. An "assembled product," early models ranged from a 25hp runabout at \$1,250 to a seven-passenger tourer at \$3,250. The "Gentleman's Roadster," a three-passenger job with long hood, racy fenders and no windshield, was a \$2,500 sports car for the intrepid and in stripped form gave a rather favorable account of itself in early

racing meets.

M. P. Moeller, a builder of pipe organs, bought the Crawford company in 1922 and introduced a new model in 1924, the Dagmar, as angularly beautiful as its human namesake today is curvaceous. Competition was brisk then, the Dagmar was expensive and the company hit a sour note two years later.

Crawford virtually had it made in 1907, however, when the Carter Twin-Engine, one of the nation's truly radical approaches to auto-

motive design, bowed at Hyattsville, Md. The buyer of this \$5,000 rig got two engines under the hood, each complete with separate radiator, fan, oil and ignition system, clutch, transmission and crank. The driver could operate them singly or together, providing a choice of 35 or 70hp. The gimmick was reliability at a time when the internal combustion engine was better known for unpredictable temperament.

Of course two engines of the same breed weren't any guarantee; some owners claimed they were just twice the trouble. In any event, Carter management wasn't unaware that Henry Ford had banked his first million by 1909 on the strength of one powerplant and the Twin was dropped. It was replaced by the single-engined Washington which was unconditionally guaranteed for five years! Buyers, however, were unable to collect on that warranty before a year was up. The firm was out of business; there was no guarantee for that contingency.

Four Started in '09

Four other cars — the Baltimore-made Spoerer, Kline of Richmond, Pioneer of Oklahoma City and Marathon of Nashville — also entered the marketplace in 1909. The first struggled along until 1915 with a sales catalog that listed a dozen models from \$2,000 to \$4,150, while the Marathon went to the other extreme and concentrated on three- and five-passenger models.

The Kline Kar was the "Ace of the Highways" for 15 years and even survived one bankruptcy and reorganization before the end came in 1924.

Virginia's third contribution was the Piedmont, literally a "quality car at a moderate price." Buyers had a choice of a four- or six-cylinder engine at \$1,270 or \$1,495 and one color, green. Less color conscious than they are today, the people in Lynchburg sustained the Piedmont for six years.

The "season's most enchanting car," the Anderson, first put tire to pavement in 1910, the same year 20 apparently well-to-do manufacturers went into bankruptcy. The Rock Hill, S. C., automobile was one of quality throughout its 16 years, even to an engine-driven tire pump being included as standard equipment.

But perhaps the most interesting Anderson was the taperback convertible, a two-passenger roadster that became a full-sized five-



champ clamp

is what they call AERO-SEAL Hose Clamps! The new quick-attach JET or REGULAR win all bouts with vibration, corrosion or competition. These smooth, wide, stainless steel bands never pinch or damage hose. The precision worm gear tightens with even pressure all around. You get a tight seal that stays put — won't snap open until you want to remove it. And it's re-usable over and over. Widest range of sizes for cars, trucks, tractors and industrial uses.

Insist on genuine AERO-SEALS for complete satisfaction, bigger profits, happy customers. Ask your jobber.



and AERO-SEAL REGULAR WORM GEAR HOSE CLAMPS

BREEZE CORPORATIONS, INC., 700 LIBERTY AVE., UNION, N. J.



If all cars with Rochester Carburetors were painted orange . . .



the parking lot at the Polo Grounds would look like this!

Rochester's really in there pitching . . . coming through with the right mixture of gas and air for nearly half the new cars on the road. That's because Rochester Carburetors go hand-in-glove with today's modern high-compression, high-performance engines. They put the squeeze play on fuel, too . . . stretch every drop for maximum economy. And these carburetors are rugged and responsive from idle speed to speedway action! They're dependable, durable and specially designed for the world's finest cars. That's why you'll find Rochester Carburetors on the new Cadillac, Buick, Oldsmobile, Pontiac and Chevrolet.

CARBURETORS BY **R** ROCHESTER
PRODUCTS

ROCHESTER
PRODUCTS
DIVISION OF
GENERAL MOTORS
CORPORATION
ROCHESTER N.Y.

passenger touring car when the back was opened. This was truly "one car to pay for, two to have." By 1924 production had dropped to 480 units and a year later, shortly before the company pulled down the shutters, to 136.

There followed the Corbitt of Henderson, N. C.; the Norwalk, an underslung beauty made at Martinsburg, W. Va., that offered such refinements as an electric trouble lamp and extension; the brief-appearing Jarvis - Huntington of Huntington, W. Va.; Ames of

Owensboro, Ky., and Hall of Waco, Tex.

Shreveport, La., had high hopes between 1915-22 with the Bour-Davis and apparently encouraged by the success of the Anderson, the Rock Hill Buggy Co. tested the market with the Rock Hill in 1916, but found it wanting.

Three others that year were more successful: the Ponder of Shreveport, Hanson and Dixie Flyer. The Hanson, "tested and proved in the South," was to be a familiar sight in Atlanta although it was

a limited production model until 1920 when the firm embarked on a policy of expansion.

Virtually unknown outside the South, the Hanson was among the finest of fine automobiles. The body was all-aluminum, a feature found then almost exclusively only on expensive custom cars, and the upholstery was in natural leather. All that plus a six-cylinder engine brought the tab for the most expensive model only to \$3,000. Perhaps contributing to its downfall, however, was the advertising man who penned this line: "The Car That Demands Attention." Not everyone read it the way it was meant and the last Hanson rolled from the factory in 1922.

The Dixie Flyer was finished a year later at Louisville and with it a firm that had been in the carriage business for 40 years before turning to the motorcar to bolster sagging sales. The Flyer was doubly famous for economy of operation and a line that included touring car, roadster, sedan, coupe and speedster all priced under \$1,500.

Southwest Tried the Grade

A few home-grown products also appeared in the Southwest, among them the four-cylinder Tulsa, noted for rugged construction necessary for what the manufacturer said were the "worst roads in the world." Usually overlooked, also, in the automotive census, is the Geronimo, named for the famed Indian chief and made at Enid, Okla.

Although Texas had the first commercial automobile route in the country in 1909 — a 100-mile mail and passenger run between San Angelo and Big Spring — it wasn't until 1918 that a Texas-made vehicle held any promise of sales success. That was the Texan, which optimistically guaranteed 7,500 miles on a set of tires and was embarrassingly short of originality of design.

One of the last attempts to establish a Detroit of the South was made by the Preston Motor Car Co. of Birmingham, Ala., with their 1921 Premocar. The firm's Magic Six created no excitement at \$1,295 and the high-performance Special, fitted with a four-cylinder Duesenberg powerplant, had too limited an appeal at \$3,865 in a market overrun with mass-production automobiles.

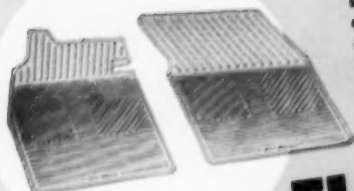
A combination of inadequate capitalization in a predominantly agricultural area, distance from the source of raw materials, the

Tops Everything in Auto Floor Mats

FLOORKINGS

7 COLORS TO HARMONIZE

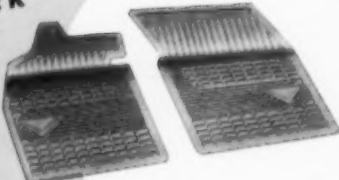
Sales come fast, profits come high, when you sell FLOORKINGS — the new sensation in the automotive field. Fits perfectly on both sides of the hump. Easy to remove for cleaning. In 7 rich, harmonizing colors: Emerald Green, Sky Blue, Coral, Alpine White, Ebony Black, Desert Tan and Blue Gray.



FLOORMATES

THE STEP-UP NUMBER

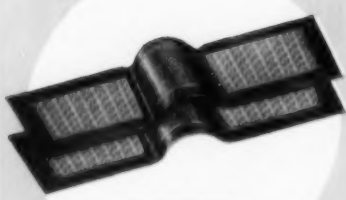
A handsome step-up number — the very finest in rubber floor mats. Made of heavy gauge rubber in a very interesting pattern where dirt is captured — where it "stays put". In 7 matching colors — packed in beautiful, descriptive carton.



MINUTEMATS

REAR COMPANION MAT IN MATCHING COLORS

This is the popular one piece half mat that covers width of entire car. Protects original expensive carpeting against grease, wear, dirt and slush. To clean, simply lift out, shake and replace. Fits front and rear compartments.

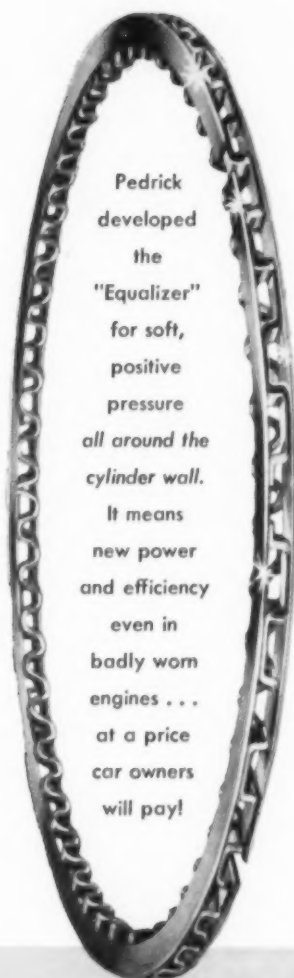


INDIVIDUALLY BOXED

Doan
MANUFACTURING CO.
CLEVELAND 12, OHIO



The rings that make you look like a magician



Pedrick developed the "Equalizer" for soft, positive pressure all around the cylinder wall. It means new power and efficiency even in badly worn engines . . . at a price car owners will pay!

**You look like a magician
to your customers
if your motor jobs
show immediate results**

Pedrick Formflex Chrome Rings work like magic even in the toughest installations.

Tired engines pep up instantly and car owners feel the smooth surge of renewed power as soon as they step on the gas. When you deliver immediate results like that . . . you become a "magic" repairman to your customers . . . a magician!

The secret of this magic is Pedrick's exclusive "Equalizer." Its amazing conformability and uniform distribution of pressure results in a quicker, more perfect and longer-lasting seal. POWER is restored immediately while gas and oil consumption are reduced. Your customers feel the difference *instantly*.

So . . . for "quick-as-magic" results always install Pedrick Formflex Chrome Ring Sets.



EQUAL PRESSURE
EVERYWHERE...
MEANS A
PERFECT SEAL

DEPEND ON

Pedrick

FOR THE RINGS
THAT MAKE YOU
LOOK GOOD

WILKENING MANUFACTURING CO., Philadelphia 42, Pa.
IN CANADA: Wilkening Manufacturing Co. (Canada) Ltd., Toronto



impossibility of turning out an assembled car as cheaply as one mass produced, and a market defined almost on a regional basis helped bring the end that came with the Calvert in 1927.

It had been obvious years before that Detroit was firmly established as the mecca of the automotive world. The South, like other hopefuls, had lost the race, but its contributions had been of inestimable value in making the motorcar today's indispensable tool of American culture.

Air Conditioning Is Big

(Continued from page 55)

The labor charges on a job averages \$17.50. Compare this against one compensator valve at \$42.50 plus \$16 for a seal. This has nothing to do with hose gas and other fittings which might be involved from not completing a job in the first place.

Some air-conditioning mechanics have been playing by ear on some work. They have had various gauges for testing, but the amount

of gas put into the system has not always been accurate. Some have not been weighing it with any degree of accuracy. All those whom we have contacted have used the common variety of bathroom scales for weighing, and the mechanic has to keep his fingers crossed as he releases the freon into the system. If he releases too little, the system will not function at its rated maximum. If too much freon is put into the system, look out for seal blowing!

"There is a new device we have just been advised about that will give us exact weight," said Dailey, "and we have one on order."

According to him, there is little or no danger to be expected from working with the modern systems. Of course, if the freon gets into the eyes, it can damage the eyeball. Wearing goggles takes care of this hazard.

Because so many of the new units sold by Rollins are coming through with air conditioners as factory equipment, the air-conditioning mechanic works on a straight salary basis. During the off-season, he has been working as a line mechanic on a percentage of customer labor.

"But, as near as we can figure," said Service Manager Sword, "we question if he can make a satisfactory salary during the season when he has to devote his full time to air-conditioning service. Therefore, we will have to work out some other arrangement."

Along with the service work—and this shop services all makes of cars—air-conditioning units are installed in cars and station wagons.

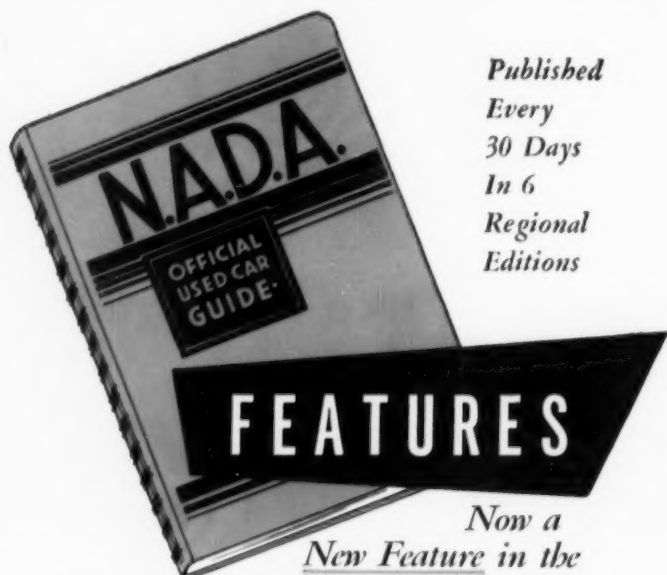
Because this shop specializes in air-conditioning service, it carries a big inventory of parts for the popular makes.

There has been no need for the Rollins shop to go out after this work. It gets all it can handle, other shops in the area sending their customers who need this service.

Truck-Trailer Exhibit Planned June 14-17

THE National Truck, Trailer and Equipment Show will be held June 14-17, the Automotive Council of Los Angeles has announced, with displays of more than 175 exhibits of rolling stock and equipment worth in excess of \$2,500,000.

The Great Western Exhibit Building, Los Angeles, will be the site.



Now a New Feature in the N.A.D.A. OFFICIAL USED CAR GUIDE AVERAGE WHOLESALE VALUE

Compiled by Direct Reports From Dealer Sales and Wholesale Markets throughout Your Trading Area. Complete, Factual, Usable.

IN ADDITION

- Average Loan
(Except West Coast)
- Average Retail
- Identifying
Specifications

Quantity Prices on Request



**NATIONAL AUTOMOBILE DEALERS
USED CAR GUIDE Co.**

1800 H Street, N.W. Washington 6, D. C.

Once again! Willard MAKES BATTERY HISTORY!

New Willard Profit Proposition Loaded with Selling Features!



NEW PRICES—more competitive than ever!



COMPLETE 12-VOLT LINE—10 types in all!



CHARGED BONE-DRY at no extra charge!



PRICE LINE BATTERIES with premium features

New selling features, new fast-moving products, new, more competitive prices . . . those are just three reasons why the Willard Profit Proposition is the top proposition in the battery industry today!

But don't take our word for it... call your nearby Willard Distributor... let him show you how you, too, can increase battery sales *and profits* with Willard—the long-guarantee batteries you can sell with confidence!

PLUS... new improved Willard Fast Chargers for **EXTRA** Service Profits!

Floor models . . . portables . . . utility models . . . for both 6- and 12-volt batteries . . . you'll find them, as well as home booster chargers, in the new and improved line of Willard Fast Chargers for 1956.



NOW only \$99.95 exchange...
Save \$66.55
On Regular \$166.50 Charger

Here's the biggest charger value in Willard history. Accurate Electric Timer Control. 100 Amps. charging rate on 6-volt batteries . . . 50 Amps. on 12-volt models. Trade in your old charger now! If your distributor cannot supply you, write direct to Willard Storage Battery Division, Cleveland 1, Ohio.
Special Introductory Offer Expires May 31, 1956.

CALL YOUR NEAREST Willard DISTRIBUTOR TODAY!

Shocks Cushion Profits

(Continued from page 54)

maintenance costs, since a car that rides smoothly does not wear out bushings, jar or break springs, affect front-end alignment, steering, cause a loosening up of bolts and sloshing over of oil the way a shaky car does.

What is more, a car with defective shocks causes poor steering that can end in broken springs. If you get broken shocks and hit a hole, causing springs to break, it

can flip over your car. I explain to a customer he is riding a safer car with new shock absorbers.

We demonstrate the waving, jouncing motion of a car with poor shocks by getting on the bumper and swaying it up and down. We compare this movement with the resistance of a car where the shocks are good.

We recommend a checkup of shocks somewhere between 8,000 to 10,000 miles. On the older-type cars our selling point is that a car would stay on the road better and

last longer through smoother riding with new shocks.

A pair of new shock absorbers displayed on the counter gets us talking with a customer while he waits for his car on some repair job. There they are, frequently recognized by men customers and identified, and we start discussing what the purpose of shock absorbers is. Maybe his car doesn't need a set of shocks right at this minute, but I know when his car starts riding rough, he's going to remember that little talk we had together.

Shock absorbers make good, profitable volume. To make a shock job nicer, we check for looseness and misalignment. We do a body-tightening job, checking springs, spring shackles and bushings. In a worn bushing job the labor is highly profitable. Checking straps on shoulder, tightening bolts to make the springs stay straight, thus avoiding noise, are all part of the job.

Shocks are well worth being conscious of. My mechanics are trained to be alert to faulty shocks and call them to a customer's attention.

Chevrolet Conducts Course In Air Conditioning

A SPECIAL course to train dealer personnel in the installation and servicing of automotive air conditioning was conducted last month by Chevrolet at key points throughout the country.

The sessions were held at General Motors training centers in conjunction with the introduction of an accessory air-conditioning unit designed to be installed by dealers in either V-8 or six-cylinder cars. Eight factory-trained technicians returned to the field to conduct the classes.

Safety Council Gives '55 Award to GM

GENERAL Motors has earned the "Award of Honor" of the National Safety Council for outstanding safety performance in 1955, marking the 11th time in 14 years the company has received this recognition.

Last year's achievement set an all-time safety record for GM, which, the council's records disclosed, was better than that of any automobile producer. Fifteen plants operated the entire year without a lost-time accident to one of their employees.

OVER 1/3 BILLION VALVE CORES have been made by ACME



Over 1/3 of a billion Acme Valve cores have been sold... proving that tire servicemen agree with the high rating given Acme cores by a leading independent laboratory.

Acme cores will pay off for you... a million times over!

#301 Valve Cap



#509 Pencil Gauge



#251 Universal Tubeless Valve



Manufacturers of valve cores • valve caps • air chucks • air hose couplers • air hose • couplings • vulcanizers • airline, pencil, tractor, & service tire pressure gauges • air storage tanks • shur-call driveway signal & tubing • tank valves • valve tools • fishing tools • blow guns • nozzles • repair valves • rubber valves • drain cocks • screw fittings. Write today for our complete, new catalog.

ACME
for Accuracy

ACME AIR APPLIANCE CO., INC.
100-120 Hinsdale St., Brooklyn 7, N. Y.



Don't get trapped into buying inferior brake linings and blocks. Avoid pitfalls and serve customers better by remembering one fact: BENDIX-ECLIPSE is on more new vehicles than any other make.

MARSHALL-ECLIPSE DIVISION OF  TROY, NEW YORK



Tomorrow's Cars

(Continued from page 53)

(one for high-beam and one for low-beam operations), and more driver aids.

The inclusion of additional driver aids is of particular interest to me since Auto-Lite, as the world's largest independent manufacturer of automotive electrical equipment, has played a part in the development of a number of them.

It's always interesting to con-

sider that probably since the introduction of the self-starter what originally is considered a "luxury" quickly becomes a "necessity." These accessories are really too numerous to mention, but a few of the more recent ones are automatic seat-moving mechanism, automatic window lifts and even automatic transmissions.

All of these devices mean the electrical demand is increased. Since 1917, there has been an annual average increase in the electrical capacity of automobiles a-

mounting to 1.23%. In more recent years the increase has grown larger, due principally to the increasing number of "gadgets" motorists are demanding. Between 1947 and 1948, for example, the electrical capacity of automobiles increased seven per cent. Our studies indicate that over the next three years electrical capacities will increase ten or 11% each year.

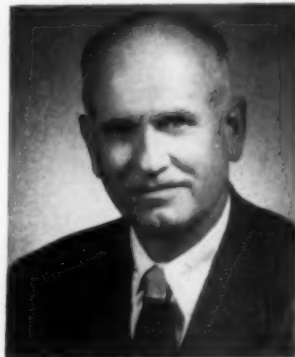
These additional power demands will require larger generators on next year's cars.

To sum up briefly, then, the points I have touched upon here:

The trend toward higher horsepower apparently will continue unabated in the foreseeable future. Coupled with higher horsepower will be higher compression ratios. The V-8 engine will continue to grow in popularity. The gas turbine engine won't be a common sight on our streets and highways for another eight to ten years. New designs in air conditioning and heating can be expected. More accessories making driving easier and safer are in the books.

Kentuckian Succeeds Wiles At Buick's Helm

EDWARD T. Ragsdale has been named general manager of Buick Motor Division to succeed Ivan L. Wiles, who was elected an executive vice-president in charge



Ivan L. Wiles

of dealer relations of General Motors.

Ragsdale, a native of Hopkinsville, Ky., joined Buick as a draftsman in the body division in August, 1923, and has been general manufacturing manager since 1949. Wiles joined General Motors in 1928 with the Oakland Motor Co., predecessor of the present Pontiac Division.

NEW! **AMMCO**

MODEL 4200 ZIP-O

BRAKE BLEEDER

BLEED BRAKES—THE EASY WAY

- ONE MAN OPERATION — Fast — Handy — Modern — Clean
- Use indoors — Use outdoors. Connection to tire provides constant correct pressure.
- Air can't get into fluid due to special diaphragm design. Never any fluid loss.
- Make brake bleeding a profitable operation with an Ammco Zip-O.

only **\$2450**

NEW!

AMMCO

MODEL 4150 Safety

BRAKE GRAPH

SELL BRAKE SERVICE — THE EASY WAY

- Record braking efficiency under operating conditions.
- Build customer confidence — Records stopping distance — Tells which wheel grabs or pulls.
- Speed service work — Simple and fast in operation — Sets on floor of car.

only **\$2450**



*T.M.

AMMCO TOOLS, INC., 2110 Commonwealth Ave., North Chicago, Ill.

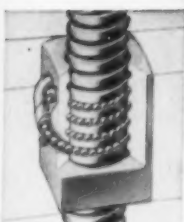
GET THEM FROM YOUR AMMCO JOBBER

**BEST SERVICE JACK BUY
OF THE YEAR!**

It's the **WHIZ**

HEIN-WERNER'S NEWEST TWIN SADDLE SERVICE JACK AT ONLY \$39⁷⁵

Suggested dealer net price



The heart and power of the WHIZ—a free moving stream of steel balls

**Weights only
77 pounds**

Everyone's talking about HEIN-WERNER's new WHIZ! It's the **BIGGEST** service jack **VALUE** to come your way since HEIN-WERNER originated and introduced the "55" and the "Screwball."

The WHIZ weighs only 77 pounds. Just right for out-of-shop service calls. Fixed twin saddles assure center loading and maximum safety. Can lift only one wheel when necessary. New "Spring Torsion" roller permits easy positioning even in close quarters. Sturdily built with positive safety lock to hold load.

Plated screw and ball unit is rustproof and all vital parts are pressure lubricated. Rated a full 1½ ton capacity and individually test-proven before shipped.

Even though the WHIZ is *low* in price, it offers the same *high* quality features found in other HEIN-WERNER JACKS. To assure fast delivery, order from your Hein-Werner Jobber, now — he has full information on how you can best make profitable use of the new WHIZ.



Contacts bumper for maximum convenience in lifting most cars.



Contacts jacking pad on 1956 Buick to raise one corner quickly.



Contacts frame cross member on many cars for safe, shorter lift.



The WHIZ — lightest Twin Saddle Jack — ideal for road service.



For Your Protection
all factory approved
service stations now
display this emblem.

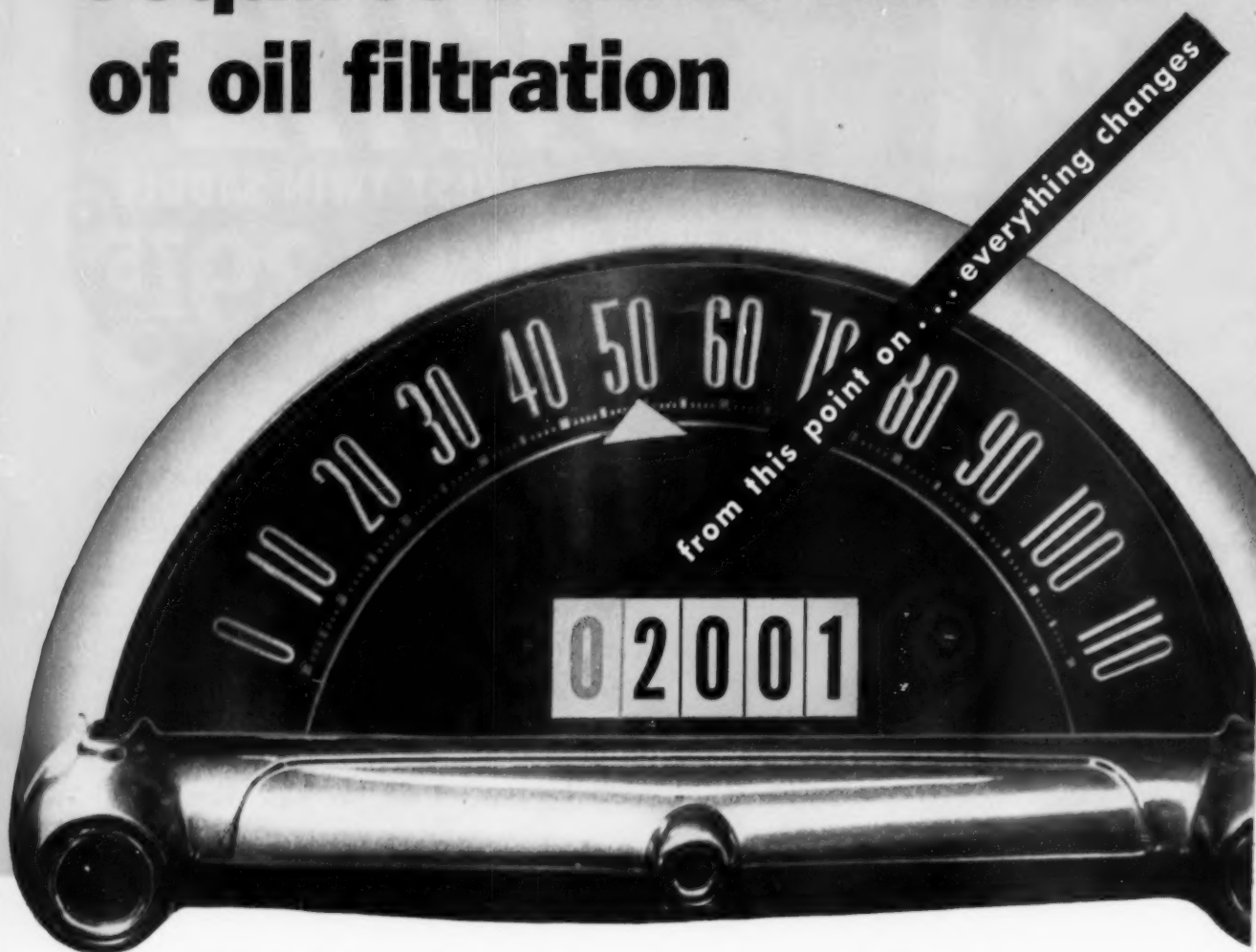
Hein-Werner manufactures and sells more **HYDRAULIC JACKS** than any other company in the world today!

HEIN-WERNER CORPORATION • WAUKESHA, WISCONSIN

Hein-Werner stock listed on the Midwest Stock Exchange since 1936

The complete Hein-Werner line includes: Under-Axle Jacks of 1½ to 100 ton capacity . . . "Bumper-Lift" Jacks for passenger cars . . . Service Jacks for shop use . . . Adjustable Car Stands . . . Twin Saddle Service Jacks . . . "Push and Pull" and "Pushmaster" Jacks for body, fender, and frame repair work.

"After break-in" driving requires a different kind of oil filtration



During the "break-in" period of an engine—that first 2000 miles—a car is driven—"oh so gently!" The job of the oil filter is mainly a "straining" job, protecting the new engine from abrasive wear caused by solid oil contaminants characteristic of the "break-in" period such as dirt, metal particles and core sand.

After the "break-in" period it's "away we go." The car is driven differently. The car is serviced differently . . . and the basic cause of oil contamination is different. In the "after break-in" period the major threats to the engine are sludge and corrosive acids formed by water and other "blow-by" products of combustion.

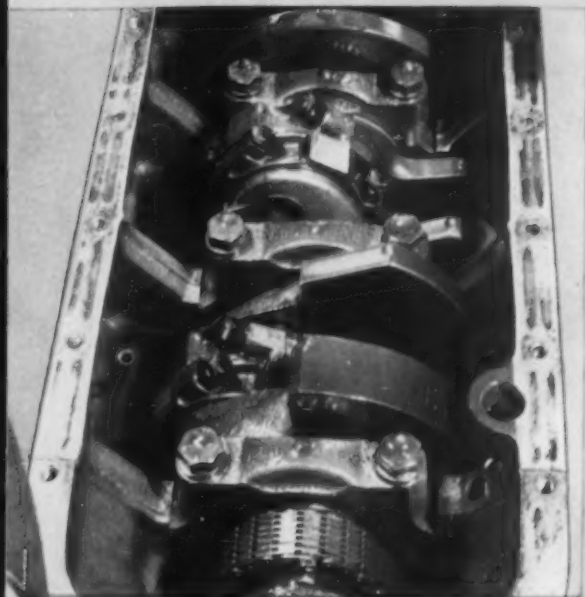
Because both the *source* and the *character* of "after break-in" oil contamination are *different*, an entirely different type of oil filtration is required. To meet the full requirements of "after break-in" driving, a filter must do more than strain out solid abrasives . . . it must prevent "blow-by build-up" in the oil stream by removing and absorbing all dangerous oil contaminants—including water—the cause of sludge and corrosive acid.

The Walker Oil Filter Cartridge, in addition to removing solid abrasives, has the extra ability to absorb and hold crankcase water. It meets and solves all of the problems of "after break-in" contamination.

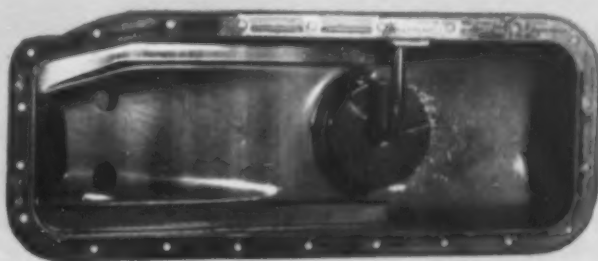
Here is an Actual Case History

which proves the superior protection of the Walker Replacement Cartridge during the "After Break-In" period

The Case of the "Well-Protected Ford"



This 1955 Ford V-8 was purchased as a new car. The oil change period was twice a year. The original "break-in period" type cartridge was replaced between 300-500 miles with a Walker Laminar Replacement Cartridge—and new Walker Cartridges were installed at approximately each 2500 miles of driving. The vehicle followed a normal average driving pattern. Total mileage at the time of photographs—23,148. Notice the clean sludge-free oil pan and engine. The Walker Laminar Replacement Cartridge with its extra ability to remove water as well as ordinary solid contaminants has protected this engine against damaging sludge which results from water in the oil mixing with other contamination during the "after break-in" period.



Walker Cartridges are designed for "after-break-in" driving



FREE . . . 36-page illustrated book that tells the complete, factual story of oil contamination build-up and the oil filtration problem in the "After Break-In" period. Mail your request, on your company letter-head, to . . .



WALKER REPLACEMENT CARTRIDGE

*Gives Added Protection in
Any Make or Type Oil Filter*

WALKER MANUFACTURING COMPANY OF WISCONSIN . . . RACINE, WIS.
Oil Filters . . . Exhaust Silencers . . . Jacks

WITH PATENTED *Laminar* CONSTRUCTION

Alonzo G. Decker Dies In Baltimore

ALONZO Galloway Decker, 72, chairman of the board, president and one of the founders of The Black & Decker Mfg. Co., was stricken with a cerebral hemorrhage and died in Baltimore March 18.

Decker had been president of the company since the death of its other founder, S. Duncan Black, in 1951. The two men started in business together in 1910.

Brake Fluid Reservoir Offered by Packard

STATISTICS showing brake failure in 73.2% of all cases is due to loss of brake fluid are reported by Packard-Clipper Division engineers in connection with a new brake fluid safety reservoir.

Mounted on the cowl underneath the hood, the reservoir enables the Packard or Clipper owner or his service station attendant to inspect visually the level of brake fluid in the hydraulic brake system



forewarning of any leakage.

Connected to the brake master cylinder by heavy-duty copper tubing, the brake fluid safety reservoir contains eight ounces of brake fluid which feeds into the brake system as fluid is used or lost. Lasting a year or longer in normal conditions, any sudden drop in the fluid level indicates that a leak has developed somewhere in the brake system.

But at the same time, it provides fluid to keep the system functioning, through replacement of the fluid which has been lost.

The brake fluid safety reservoir is available on both Packard and Clipper models as a dealer-installed accessory.

ride the crest of the
**RED HOT DUAL
MARKET!**



Grand DUALS and HEADERS

PROFIT-PACKED AND POWER PROVEN



New Grand HIGH-EFFICIENCY QUIET-TONE FIBERGLASS PACKED MUFFLERS

Attention
All Dealers!

Guaranteed To Fit All V-8 Cars and 6 Cyl. Chevrolets

In most instances, factory-installed optional duals are not available as an accessory kit. The demand from your customers whose cars are not equipped with duals is tremendous. Additional horsepower for their cars means additional profits for you.

Grand manufactures perfect fitting duals for all V-8 installations.

DUAL SYSTEM	DUAL HEADER SYSTEM	MAKE AUTOMOBILE	DUAL SYSTEM	DUAL HEADER SYSTEM
DUAL SIDE HEAD PIPE	EXHAUST HEADERS	Boick V-8	1953-54	1953-54
ORIGINAL EXHAUST PIPE	HEADER EXTENSIONS	Cadillac V-8	1950-51	1950-51
TWO GRAND MUFFLERS	TWO GRAND MUFFLERS	Chevrolet V-8	1955-56	1955-56
ORIGINAL TAIL PIPE	DUAL SIDE TAIL PIPE	Chrysler V-8	1951-54	1951-54
DUAL SIDE TAIL PIPE	ORIGINAL TAIL PIPE	De Soto V-8	1952-54	1952-54
		Dodge V-8	1953-54	1953-54
		Ford V-8	1935-54	1937-54
		Hudson V-8	1955-56	1955-56
		Lincoln V-8	1949-54	1949-54
		Mercury V-8	1939-54	1939-54
		Nash V-8	1955-56	1955-56
		Oldsmobile V-8	1949-54	1949-55
		Packard V-8	1955-56	1955-56
		Plymouth V-8	1955-56	1955-56
		Pontiac V-8	1955-56	1955-56
		Studebaker V-8	1951-54	1951-54

Order Grand duals from your Grand jobber today!

GRAND AUTOMOTIVE PRODUCTS

2055 Ruby Street • Melrose Park, Illinois

Tennessee Dealers Plan Meetings in April

ASERIES of spring regional meetings has been announced by the Tennessee Automotive Association to be held April 10 through 19.

A program to bring members up to date on senate hearings, new rules and regulations on installment sales and insurance, sales tax, etc., will be given by the traveling party, which will include Association President Parnell of Nashville and NADA Director John Walker of Covington.

Meetings scheduled are: Johnson City, Johnson City Country Club, April 10; Knoxville, Andrew Johnson Hotel, April 11; Chattanooga, Golf and Country Club, April 12; Nashville, Richland Club, April 17; Jackson, New Southern Hotel, April 18, and Memphis, Peabody Hotel, April 19.

Ponca City Elects

The Ponca City (Okla.) New Car Dealers Association has elected Jerry Fink president, Ray Eisele vice-president and Wendel Wilkins secretary-treasurer.



Where performance counts most
GIVE THEM Fm QUALITY!

Whether your customer is plowing fields, matching wits with traffic lights or working a truck for profit, he's interested in *top* performance! Longer engine bearing life means dollars saved. Give your customers Fm quality in replacement engine bearings. Federal-Mogul engine bearings have led the field in quality and sales for more than 30 years!

FEDERAL-MOGUL SERVICE

Division of Federal-Mogul-Bower Bearings, Inc.



RESEARCH • DESIGN • METALLURGY • PRECISION MANUFACTURING • SERVICE

SOUTHERN AUTOMOTIVE JOURNAL for April, 1956

Want more facts? Use Reader Service Card Page 118

107

DELCO-REMY PRESENTS THE NEW KLAXON "K-3" HARMONIZING AUTO HORN

**This third horn blends with standard twin horns
to create a distinctive new musical sound!
Here's how it can mean more sales for you:**

To boost your accessory volume in 1956, Delco-Remy brings you the new Klaxon "K-3" Harmonizing Auto Horn. This third horn, by blending its note with the two notes of present twin horns, gives a car a distinctive, musical new voice.

The new Klaxon "K-3" can be installed quickly in millions of cars now in use. At low cost, too. National advertising in The Saturday Evening Post will help you sell, so be prepared to get your share of this profitable business. See or call your nearest General Motors dealer or United Motors distributor today, for complete details.

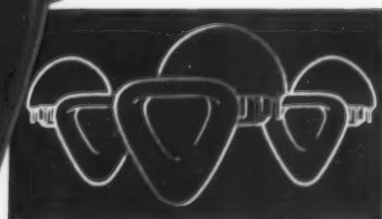
DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA



GENERAL MOTORS LEADS THE WAY—STARTING WITH

Delco-Remy

ELECTRICAL SYSTEMS



▲
By blending its note with the two notes of present twin horns, the new Klaxon "K-3" Harmonizing Auto Horn makes today's cars sound as good as they look!

Why an Association

(Continued from page 51)

complicated new cars that are being delivered today; third, in many cases his building and equipment have not been maintained in as good a condition as the car dealer's with whom he is competing; fourth, in spite of the fact that the car dealer has the original contact with the car owner, the independent, in order to get business, must take it away from the car dealer, and he has not

maintained as high or as effective an advertising program as the car dealer.

I recently attended the San Francisco Automotive Parts Show where over 500 manufacturers were displaying the parts that they make available to the independent repair shops, through the automotive jobbers of the United States. In most cases, these are the same manufacturers who furnish the parts for the car factories as original equipment; therefore, you have available to you parts at least

as good, and, in some cases, better than are available to the car dealer—in most cases at discounts lower than the car dealer receives.

Each of these manufacturers is highly specialized in the items he produces, and practically all of these manufacturers have a field organization traveling the country that is available to independent repair shops that will take the trouble to take advantage of their knowledge.

The car dealer must rely on the factory's technical department for the technical information and training of his mechanics, but the independent repair shop has several hundred manufacturers, each of whom is a specialist in his particular field, available upon call to assist in technical knowledge and training of the mechanics.

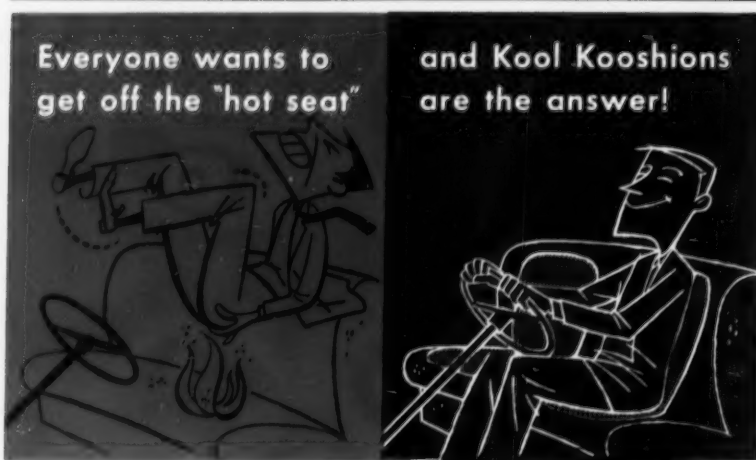
The piston ring manufacturers, alone, have over 400 men who are not only piston ring specialists but engine specialists too, traveling the country calling on independent garages.

A "Captive" Customer

The car factory has, to some extent, a captive customer in the car dealer in that the dealer, in most cases, buys the majority of his parts from the car factory. The independent manufacturers, however, have no captive customer, and all of the highly trained men that they put in the field must support their cost through the sale of merchandise. So that, when this factory man calls on you, it is as a salesman and in many instances, the independent garageman dismisses the factory representative as a salesman and fails to take advantage of his technical knowledge. Every factory man that calls on you is an opportunity for you to gain some additional helpful information.

The second great source of information is the jobber's salesman. There are many thousands of jobber salesmen in the country and many of them are experts in giving technical assistance, business advice and also giving advice on sales and advertising; but, they, too, must support their existence in the field by producing sufficient business so that their maintenance will be profitable to the automotive jobber.

The sales force of the company with which I am associated has made over a half million calls, accompanied by a jobber salesman, on independent garages and car dealers during the last ten years.

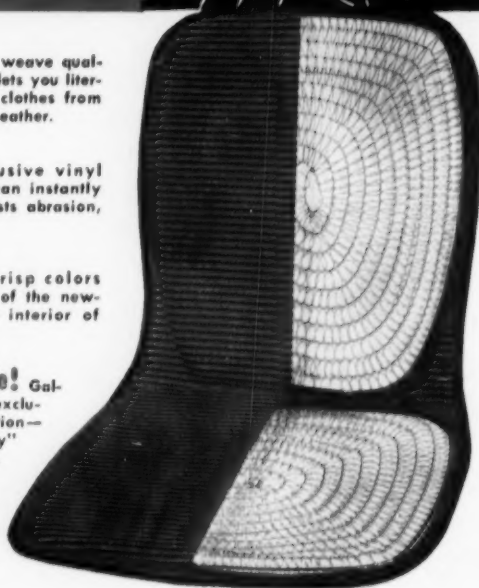


They're cool! Open weave quality over coil spring filler lets you literally float on air. Keeps clothes from wrinkling in the hottest weather.

They're clean! Exclusive vinyl fabric coating wipes clean instantly with a damp cloth. Resists abrasion, scuffing and mildew.

They're colorful! Crisp colors complement the interior of the newest car... brighten the interior of older cars.

They're comfortable! Galvanized steel wire—with exclusive "slant-coil" construction—stays resilient and "springy" under extreme weight. Cushions are triple sewn for long wear and lasting good looks.



Sell the Genuine

Kool Kooshion

for complete spring and summer driving comfort

another
quality
product by

•HECO•

KOOL KOOSHION MFG. CO. 1732-1742 N.W. 5TH ST. • OKLAHOMA CITY 4, OKLA.

Phony Fables about Oil Seals



Fable No. 2

"Dead numbers" galore in oil seal stocks

No, sir! In National Oil Seal Service Stocks there's not one number for a Durant, Stutz, Pierce Arrow or even a Maxwell! National stocks contain only lightning fast movers — wheel seals for late model popular cars and light trucks. And, as your seal needs change with each model year, National's realistic obsolescence policy gives you positive protection against numbers that may become "dead".

You know it's more profitable and better repairing to install new seals every time old ones are removed. Make doing this easy; have your jobber install a National seal stock. You get the bright red all steel cabinet free, along with quick-reading application data and price information.

Note it down now — "ask jobber about National seal stocks".
(P.S. He'll keep the stock up; no extra work for you.)



Support this
industry-wide
program



NATIONAL MOTOR BEARING CO., INC.

GENERAL OFFICES: Redwood City, California
PLANTS: Redwood City, California and Van Wert, Ohio

Be sure of exact fit with America's
largest selling replacement seals!



Small National seal stock.
Over 50 front wheel seals.
Ideal for lube stations.



Large National seal stock.
Over 100 front and rear wheel
seals for garages, brake shops.

NATIONAL
OIL & GREASE SEALS
O-RINGS SHIMS

Approved original equipment for all cars, trucks,
buses and tractors

3675

Each call is reported to us, individually, tabulated and analyzed so that we are constantly in touch with what is going on throughout the entire country from day to day.

We find that the average independent operator is what we term a spot buyer. He wants to spread his business over as many different jobbers as possible because he wants to be friends with all of them. In doing this, he has placed the jobber's salesman in a position where he has no time to actually

produce new business or give the independent garageman all of the information he has available because he is fighting with all of the other jobbers' salesmen for the business which the independent garageman has developed.

In my opinion, the independent garageman should bear in mind that the more volume he can give a specific jobber, the more valuable he becomes as a customer of that jobber, and the more money that jobber can spend to help produce additional business for the in-

dependent garageman, instead of spending all of their time fighting over what he already has.

Another place where the independent garageman can get benefit from national advertising is to use nationally advertised lines, and advertise the fact that he uses a specific advertised line. Tire dealers have taken advantage of this for the last 50 years. Generally speaking, if they were a Goodyear dealer they sold only Goodyear tires and for that reason they were able to profit by the national advertising that Goodyear did, because they became known, locally, as a Goodyear dealer. Now, had they handled both Goodyear, Firestone and something else, they could not establish a reputation in the community of dealing with one make of tire.

Ad Dollars Can Be Lost

A great deal of the money spent by the Goodyear Co. in national advertising would have been lost. The same thing holds true with other parts. In my opinion, the manufacturers whose parts you use do more national advertising and give more field sales helps than any car factory and yet, many of you lose this advantage because you do not become known in your community as a dealer on a particular product.

The car dealer, using the car factory's parts, is able to take advantage of the national advertising done by the car factory. Actually, the independent could have a greater advantage than the car dealer on this type of advertising if he would but use it.

One reason why the car dealer has made the progress as a competitor in the past 20 years is because his car factory has acted in the capacity of an organization or association. It has been the focal point of obtaining and distributing information and advice.

The independent garage, in the past, has had no central source from which to receive this information. He buys from several sources; he does not utilize the information which can be given to him by the factory and jobber representatives who call on him, and he has no central agency to determine what the average independent repair shop needs and see that this material is furnished to him in the manner in which it can be used.

In my estimation there is a great need for every independent garageman to be associated with

KAT'S BATTERY... KARRIER

THE EASIEST & FASTEST
METHOD OF HANDLING BATTERIES

It's the Best!



MODEL K2
FOR ALL AUTOMOTIVE
TYPE BATTERIES

Now...

SOMETHING NEW IN
BATTERY TOOLS

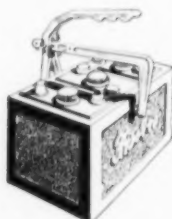
LOOK AT THESE FEATURES!

- ADJUSTABLE—FITS ALL AUTOMOTIVE BATTERIES
- HANDLES NEW BATTERIES IN CARTONS
- HOLDS BATTERY BY STRONGEST PART—THE CASE
- QUICK AND EASY TO ATTACH AND REMOVE
- 3-POINT SUSPENSION FOR NON-TILTING
- ELIMINATES BATTERY ACID ON HANDS AND CLOTHES
- LIGHT WEIGHT DURABLE ALUMINUM ALLOY
- STEEL TIPS FOR POSITIVE HOLDING
- WORKMANSHIP AND MATERIAL GUARANTEED

MANUFACTURED BY

FIVE STAR MANUFACTURING CO.

(Manufacturer's of the Freeman Headbolt and Kat's Engine Heaters)
TELEPHONE MA 4-9041 • P. O. BOX 149 • CLARKSDALE, MISS.



IT'S ALWAYS SAFER ... WITH *Cordomatic*®!



CUT NEEDLESS SHOP ACCIDENTS WITH *Cordomatic*® DROP LIGHT REELS



- Eliminates hazards of fire, electric shocks and tripping!
- Increases garage efficiency!
- Outlasts a dozen ordinary drop lights — pays for itself in no time!
- Locks and releases like a window shade — automatically retracts when not in use!

Mr. Cordomatic
SAYS

"Write me today
for free catalog and
Dealer cost sheet."



CORDOMATIC Dept. F,
17th & Indiana Ave.
Philadelphia 32, Pa.

Name.....
Firm.....
Address.....
City..... Zone..... State.....
Your Jobber.....

Cordomatic
REELS

are available in
20', 30' and 40'
cord lengths.

Dealer Costs Start at

\$13.95



the right kind of an association, and we believe that the Independent Garage Owners of America is by far the best association for this purpose that has been started to date.

For any association to be successful, it has to be supported by its members. You, the members of this association, are the ones who determine the success or failure of the association, not the man who happens to be the president, or the board of directors. It is my thinking, if you want to successfully

compete along the lines that I have outlined, you have within your grasp all of the tools. By the proper support of your local and national organization you can have coordinated programs worked out and submitted to you that will furnish you a much greater volume of technical information, advertising and sales promotion programs and field helps, than the car factories can furnish their individual dealers.

An association is the best channel for gathering, formulating and

distributing this type of information.

We, as a manufacturer, do not look on this organization only for what it is today but rather we see the great need for an organization that can be the missing link in this survival race in this highly competitive market, and we believe that this organization—if supported properly—can develop into the type of organization that our industry needs.

I would like to conclude by summarizing my personal beliefs of what you, as independent garagemen, may do to keep yourselves more competitive and to guarantee the future of your portion of the industry:

For Garagemen to Consider

First, take a look at the cleanliness and appearance of your own shop. Remember that women are the big customer factor in the purchase of new cars and in the purchase of service. Does your shop compete in appearance with the car dealer's shop.

Second, use the jobber's salesman, the jobber's organization and the manufacturer's representatives as a source of help on the technical problems, business problems, sales and advertising problems.

Third, decide which nationally advertised product, such as brake lining, piston rings, shock absorbers and other items of this nature, that you are going to use, and concentrate on that one brand, and let it be known in your community that you are a dealer of that brand.

And finally, support and develop the Independent Garage Owners of America as a focal point of obtaining and passing on to you suggestions for improving your business.

In this talk, I have tried to bring out the fact that the competitive race for the car owner's repair business is getting tighter and tighter. As this race gets tighter, there is a great need for more effective tools to meet it, and these tools are available if you will but take advantage of them.

The business potential is guaranteed. The automotive vehicles that provide your business for tomorrow are on the highways today and the greatest step that all of you can take is to start with this convention and resolve to make the Independent Garage Owners of America the finest working tool that has ever been developed.

Retail Value \$40.08

CONTENTS

Coarse Thread Cap Screws
 $\frac{1}{4}$ by $\frac{3}{4}$ to $\frac{1}{2}$ by 2
 Fine Thread Cap Screws
 $\frac{1}{4}$ by $\frac{3}{4}$ to $\frac{1}{2}$ by 2
 Coarse Thread Nuts
 $\frac{1}{4}$ to $\frac{1}{2}$
 Fine Thread Nuts
 $\frac{1}{4}$ to $\frac{1}{2}$

Brite Plated Hex Head Cap Screws Hex Nuts • Fine and Coarse Threads

908 Brite Plated Lamson 1035 Cap Screws and Nuts . . . ready packed in a self-display partitioned box. Contents clearly listed on the back panel.

Plated Refills available from stock in standard packages.

Available from your jobber, or write the Lamson & Sessions Co. for more information.



The **LAMSON & SESSIONS Co.**

1971 West 85th Street • Cleveland 2, Ohio
 PLANTS AT CLEVELAND AND KENT, OHIO • BIRMINGHAM • CHICAGO

The World's Largest Manufacturers of Automotive Fasteners

Another First from *Raybestos*[®]

AUTOMATIC TRANSMISSION MASTER OVERHAUL KITS



A KIT FOR EVERY MAKE AND MODEL — THIS ONE IS FOR HYDRA-MATICS!

Here they all are in one master overhaul kit! — all the parts engineers say you should replace whenever you repair an automatic transmission. These are the moving parts that wear out and the gaskets and seals that should

be renewed to avoid costly comebacks. Automatic transmission overhauls are profitable. With these new Raybestos kits you can be sure of your work. Ask your Raybestos jobber for full details or send in the coupon.



MASTER OVERHAUL KITS INCLUDE ALL necessary friction discs, spacer plates, gaskets, front and rear clutch piston seals and expanders, "O" rings, reverse clutch piston seals, front oil pump seal, and rear bearing oil seal.

RAYBESTOS DIVISION

Raybestos-Manhattan, Inc., Bridgeport 2, Conn.

Please rush me more information on the Raybestos Automatic Transmission Master Overhaul Kits.

Name

Title

Company

Street City State

Raybestos[®]

MAKERS OF AMERICA'S BIGGEST SELLING BRAKE LINING
RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., BRIDGEPORT, CONN.



RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hoses • Industrial Rubber, Engineered Plastic, and Sintered Metal Products • Rubber Covered Equipment • Asbestos Textiles • Laundry Pads and Covers • Packings • Abrasive and Diamond Wheels • Bowling Balls

HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

129 AUTOMATIC TRANSMISSION SERVICE TOOLS—Illustrated Catalog Supplement showing use of tools for Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet automatic transmissions. The New Britain Machine Co., New Britain, Conn.

130 VALVE CATALOG—A new 166 page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., Battle Creek, Mich.

133 CATALOG NO. 56—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 STREAMLINER CATALOGS on Moog Coil action front end parts, coil springs, chassis parts and electrically heated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

135 WHEEL WEIGHTS—Colorful catalog describes eight types of balance weights covering 74 sizes. Also lists weight tools for application and removal of weights. Snugg Wheel Weight Mfg. Co., Kokomo, Ind.

137 DELCO - REMY ELECTRICAL SERVICE—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

138 PLUG CHECK—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 NEW PISTON RING CATALOG and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6651 Easton Ave., St. Louis 14, Mo.

142 WIRE, CABLE and IGNITION CATALOGS of Andrews Mfg. Co., 924 S. Theresa, St. Louis, Mo.

144 RADIATOR SERVICING EQUIPMENT—A new 48 page book "Blueprint For Profit" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

145 FREE SAMPLE OF UPHOLSTERY CLEANER FOR AUTOMOBILES—Illustrated 4 page catalog "Jensen Presents" which gives full information about Jensen's Special Auto Upholstery Foam and how it can profit jobs, car dealers and service stations sent with free sample of the product. Jensen Products, 4119 Broadway N. E., Knoxville 17, Tenn.

146 NEW HILO LACQUER SOLVENT LITERATURE—Colorful 8 page booklet, which relates the complete story and practical application of Hi-Lo Lacquer Solvent now available. Attractive literature pictorially tells how to apply to fenders, panels and complete jobs. Included in booklet are prices and descriptions of many outstanding features of the Solvent. Zac-Lac Paint & Lacquer Corp., 350 Simpson St., N. W., Atlanta, Ga.

150 HEAVY DUTY HYDRAULIC PRESSES—A new line of heavy duty 150-ton presses, to take care of heavy pressing jobs, has been developed and is now available. Write for catalog information. Manley Div., American Chain & Cable Co., Inc., York, Pa.

153 SERVICE MANUAL FK SPARK PLUGS and how to properly service them is completely described in the new SERVICE MANUAL No. 7K now offered by Champion Spark Plug Co., 900 Upton St., Toledo, Ohio.

154 BLUEPRINT FOR PROFIT—A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up.—Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

testing processes. **MUSTANG DIVISION OF REBUILDERS, INC.**, 100 INTERNATIONAL RD. GARLAND, TEXAS.

113 TIMING LIGHT MANUAL—20 page booklet gives full operating instructions for the three Auto-Test timing lights. Includes information about service and repair of light as well as the warranty offered by Auto-Test, Inc., 600 S. Michigan Ave., Chicago 5, Ill.

114 32 REASONS FOR OIL CONSUMPTION—and easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

116 TOOLS FOR AUTOMATIC TRANSMISSION SERVICE—Tools and illustrated instructions for servicing Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet automatic transmissions are shown in a catalog supplement offered by Blackhawk Hand Tools, New Britain, Conn.

117 TUBELESS TIRE MOUNTING & DEMOUNTING INSTRUCTION FOLDER—lists the five essential requirements for safe and effective tubeless tire lubrication. Illustrates industry approved procedure for changing tubeless tires including the proper application of RuGlyDE with "controlled friction", the only completely safe rubber lubricant for tubeless tires. American Grease Stick Company, Muskegon, Mich.

118 BRAKE SERVICE GUIDE—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

119 RAMCO SERVICE MANUAL—5th edition illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

121 OIL FILTER CARTRIDGE INSTALLATION MANUAL—Gives step by step instructions for easier oil filter service on all cars through 1956. Lists crankcase capacities, tools required, plus handy cross reference chart. Wix Corp., Gastonia, N. C.

122 TIRE RETRUEING—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retrueing right on-the-car. Explains method using most advance trueing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

123 AERO-SEAL HOSE CLAMPS—An illustrated 4 page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps, Inc., 700 Liberty Ave., Union, N. J.

127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

128 SIGNS OF PROFIT—A four page pamphlet describing Arrow generator and starter stock assortments. One page is devoted to a description of the Arrow Quick-Checking Meter and its uses. Arrow Armatures Co., Box 1428, Spartanburg, S. C.

101 WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6—Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kienlen Avenue, St. Louis 20, Mo.

102 MODEL NUMBER INTERCHANGE—Handy reference sheet with complete listing of all passenger cars with model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Ken Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

104 VENTILATED CUSHIONS—Full Merchandising program on Kool Koonshons, including handsome wire display rack, 4 page full color catalog, other advertising on complete Kool Koonshon line. Kool Koonshon Mfg. Co., Oklahoma City, Okla.

106 CAP MERCHANDISER—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

107 THERMOID HYDRAULIC BRAKE PARTS MANUAL—A 16 page manual in simple language with illustrations. Descriptions of servicing, bleeding and flushing procedures are set forth, also instructions on rebuilding master and wheel cylinders. Brake fluid requirements are listed and hydraulic brake system operation is explained. This new manual, Form No. HBP-100 is companion piece to Thermo-Brake Service Reference Book, Thermo-Id Co., Dept. R, Trenton, N. J.

108 12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS—A 20 page book covering the description, care, maintenance, checks, and servicing of the latest type Delco-Remy 12-volt electrical equipment used on passenger cars. 44 illustrations covering the charging, cranking and ignition circuits, etc. Technical Literature Department, Delco-Remy Division, Anderson, Ind.

109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT—Catalogs, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tool, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

110 HEAVY DUTY AUTOMOTIVE AIR TOOLS—Complete details including prices on heavy duty air impact tools and accessories, tire service tools and IMPA Cutter. Proof of time, labor, and money savings on many automotive service jobs. John K. Uhler, Ingersoll Rand Co., Phillipsburg, N. J.

111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808, Alemite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

112 MUSTANG ENGINES—Complete catalog on MUSTANG precision-gear engines. Information on regular, plus-power, and high compression models. Information on the MUSTANG guarantee, and

HELPFUL BOOKLETS FREE!

159 CONNECTING ROD RECONDITIONING — bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full information about the new model 125 Rodmaster connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

164 AIRTEX FUEL PUMPS AND ANTI-FULSATION GASOLINE FILTERS — New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Fulsation. Catalog AX68-1. Airtex Automotive Division, Inc., Fairfield, Ill.

165 NEW LINE OF MANLEY WRECKERS — Catalog describing the new line of wreckers from 3-ton to 10-ton capacity. Completely new. Many new features. Write for catalog, Manley Division, American Chain & Cable Co., Inc., York, Pa.

166 CYLINDER HEAD STOCK REMOVAL CHART — a handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

167 TOOL CHEST BULLETINS — Descriptive literature of the Huot tool chests and cabinets including the Huot Porta Cab designed for you to have rolling storage for tools. Huot Mfg. Company, 587 N. Wheeler St., St. Paul 4, Minn.

168 CRANKSHAFT GRINDER MANUAL — a colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 16-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 16-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

169 ADVANTAGES OF FILT-O-REG COMBINATION FUEL PRESSURE REGULATOR-FILTER — on every gasoline engine. Solves carburetor troubles caused by excessive fuel pump pressure. Explained in a new bulletin. Write Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

173 HYDRAULIC PARTS — Complete master catalog of the complete line of Eia hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1954. Eia Automotive Corp., Middletown, Conn.

176 FREE SHOP AID—QUICK CHECK TIPS NO. 3 — With wiring diagrams giving pertinent information about generators, starters and regulators. Arrow Armatures Co., Dealer Service Department, P. O. Box 1433, Spartanburg, S. C.

180 THE LAMSON NO. 86-A AUTOMOTIVE CATALOG — Completely revised, illustrated reference book of fasteners used daily by automotive maintenance men including Fluted Cap Screws and Nuts, Brass Nuts, Expansion Fingers, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices, dimensions and carton quantities are given. Lamson & Sessions Co., 1971 W 85th St., Cleveland 3, Ohio.

185 SERVICE ENGINEERING BROCHURE — A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on sufficed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

186 AUTO LITE BATTERY SERVICE MANUAL — An authentic reference and guide for everyone interested in testing and servicing automotive storage batteries. Simply written and thoroughly illustrated, it is so complete in its coverage of the subject that service men and fleet operators will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 981, Toledo, Ohio.

192 DOPE SHEET — Tells how to get best results from Arco 45, fast air-dry enamel. Proper application methods are discussed to assure excellent product performance. The Arco Co., 7801 Rossmore Ave., Cleveland 27, Ohio.

193 WIRE & CABLE CATALOG — A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

194 NEW CATALOG material on Yankee's fender or body mounting mirror line. Locking mirror heads are featured, as well as new painted Facemasters and 34 Karat Gold Plated Facemasters. Ask for catalog sheets #6001-4. Kalamazoo punched for filling. Kankee Metal Products Corp., Norwalk, Conn.

197 SPARK PLUGS — Condensed four page specification folder for passenger cars, including 1956 models. The Electric Auto-Lite Co., Toledo 1, Ohio.

202 FABRIC RENEVER — For convertible tops, upholstery and headliners is shown in colorful literature offered by the Miller Mfg. Co., 1100 N. 32nd St., Camden 5, N. J.

206 HASTINGS — Replacement catalogs, showing exchange numbers for carburetors, generators, starters, field coils, distributors, fuel pumps and the entire line of Hastings' rebuilt parts for passenger cars and trucks. The Hastings Co., King, N. O.

209 EXTRA PROFITS WITH STREAM OLFAWERS — 20 page booklet showing several models of Hypressure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypressure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 848, Coarsopolis, Penna.

210 COLUMBUS SHOCK ABSORBERS — Now available, 16 page "M.O." booklet (Method of Operation) designed to show how average dealer can make \$1000 a year selling Columbus shock absorbers. Hackett Mfg. & Supply Co., Littleton, Colo.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS — Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

215 LAHER CATALOG PAGE — Both sides feature passenger car overloads and booster springs. Includes specifications and prices. Laher Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

216 "BEHIND THE SCENES" — Facts and figures on how heavy duty ignition parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in nontechnical language. STANDARD MOTOR PRODUCTS, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

219 HOMESTEAD HOISTER — Folder describing truck and auto front-end lifts, showing many applications of combining speed and safety. Homestead Valve Mfg. Co., P. O. Box 848, Coarsopolis, Penna.

220 1956 LASCOS BRAKE SHOE AFFILIATION CATALOG — Complete listing of brake shoe number, F.M.S.I. number, year, make and model of automobile. Available upon request. Laher Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

222 "WHAT PRICE QUALITY" — Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

224 OIL FILTER SELECTION — Booklet explains proper selection of oil filters based on new A.P.I. classifications. Gives important information on threat of crankcase water to average motorist. Send for Operation MS, Walker Mfg. Co., Racine, Wis.

227 FUEL PUMP TROUBLE SHOOTING — Clearly describes and illustrates correct procedure for testing fuel and vacuum pumps, and how to use properly a fuel pump pressure gauge. Four page pamphlet also includes complete fuel pump pressure specifications and car application data. Kem Mfg. Co., 20-31 Wagaraw Rd., Fair Lawn, N. J.

230 ELBOTE CAL TOOLS — A new 44 page catalog listing complete line of portable electrical tools, including drills, polishers, sanders, valve face and seat grinders, bench grinders, abrasive discs and flexible shafts. Also included are electric tools for home work shop and craftsman. Albertson & Co., Inc., Sioux City, Iowa.

234 SAFETY EQUIPMENT — Miro-Flex Catalog, 8 pages fully illustrated in two colors. Gives up to date specifications of the Miro-Flex complete line of flares, mirrors, lamps and reflectors. Also catalog info on new Economy Heavy-Duty Mirror line. The Miro-Flex Co., Inc., 1834 E. Second, Wichita, Kans.

Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
if Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 982, SEC. 543, P. L. & S., ATLANTA, GA.

SOUTHERN AUTOMOTIVE JOURNAL

806 Peachtree St., N. E.

Atlanta 8, Ga.

HELPFUL BOOKLETS FREE!

257 RUBBER PRODUCTS — A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Doan Mfg. Co., 1725 London Road, Cleveland 13, Ohio.

262 OIL FILTER SELLING AIDS — Wix-O-Matic the guide to extra profits in oil filter service sales. A revolutionary merchandising carpet featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers — floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N. C.

263 HAND TOOL CATALOG NO. 58M — 84 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. The New Britain Machine Co., Box 1580 New Britain, Conn.

304 ILLUSTRATED FOUR-PAGE COLOR FOLDER — Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

305 KOTAFIN CRANKSHAFTS IN OIL BEARING LIFE — A new service booklet, "Stop Bearing Failures," for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how the KOTAFIN process prevents them, also lengthens bearing life. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

314 WAGNER BRAKE PARTS CATALOG — A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMax bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6863 Plymouth Avenue, St. Louis 14, Missouri.

315 BETTER IGNITION by Delco-Remy — 16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT — Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and clotted for inclusion in jobber salesmen's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

323 BRAKE LINING — A new 18 page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bestor Corp., P. O. Box 846, New Castle, Ind.

335 POWER AND MANUAL LUBRICATION IN THE FIELD is fully described in Lincoln Engineering Company's new catalog No. 74. Catalog contains all new types of grease guns, fittings and accessories for fast, clean, economical lubrication of farm machinery. Lincoln Engineering Company, 5708 Natural Bridge Ave., St. Louis 80, Mo.

336 NEW FILKO IGNITION PARTS CATALOG — Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 4248 W. Chicago Avenue, Chicago 61, Ill.

338 AUTO LAMP SERVICING GUIDE — Illustrated and handy reference with replacement charts and instruction for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tang-Bol Electric Inc., 95 Eighth Ave., Newark 4, New Jersey.

340 RADIATOR AND WATER CLEANER — Catalog describing new radiator and water cleaner. Unit easy to install, priced economically. Two models fit all cars, trucks and buses. Cartridge easily and quickly changed. From Corporation, Rumford Post Office, Providence 10, R. I.

341 SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS — Details and illustrations for checking level and changing fluid on Hydra-Matic, Dynaflo, Power Glide, Ultramatic, Chrysler Fluid Drive and Hudson Wet Clutch. The Bell Co., Inc., 411 N. Wolcott Ave., Chicago, Ill.

345 HYDRAULIC BRAKE WALL CHART — Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Kite Automotive Corp., P. O. Box 701, Middletown, Conn.

358 G-E SAFETY LIGHTING SERVICE MANUAL — Tells how to sell automotive lighting service. . . How to aim headlamps. . . What lamps to stock. . . Fully illustrated and packed with plenty of "Know-how." Inquiry Bureau, Lamp Department, General Electric Co., Nela Park, Cleveland 12, Ohio.

363 MOTOR LIFE EXTENSION — A Tune-Up Digest plus periodic service bulletins on Fuel Pump testing & maintenance, Voltage Regulators and Ignition tune-up. Descriptive information on Fuel Pumps with the Lifetime Bunalon Diaphragm, Fuel Filters and Ignition Parts. Motor Life Extension Institute c/o Ken Mfg. Company, 30-31 Wagaraw Rd., Fair Lawn, N. J.

364 AUTOMOTIVE SAFETY LIGHTING DEVICES — A new automotive catalog illustrating reflectors, directional signals, tail lights, stop lights, armored clearance lamps and safety reflector flares—all heavy duty equipment, designed and built for commercial truck and bus use. Grote Mfg. Co., Bellevue, Ky.

370 EMEROL MFG. CO. — Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Oil, Inverse Oil, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. Emerol Mfg. Co., 342 W. 69th St., N. Y. 28, N. Y.

383 TIME SAVING ELECTRIC IMPACT TOOLS — Price list, complete details on electric impact tools, sockets and accessories, and twelve multipurpose uses where impact tools can save up to 80% of time required by hand methods. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

387 HIGHWAY SAFETY EQUIPMENT — A two color twelve page presentation of the entire Anthes line. Includes the new Anthes Mirrors and Stop Lites. All items are clearly described and plainly numbered with carton packing and shipping weight. Kalamazoo punched. Write for your supply. Anthes Force Oil Co., Fort Madison, Iowa.

389 "FACTS OF LIFE" — ENGINE LIFE — 16 page booklet on common engine troubles and connections, with emphasis on the non-mechanical tune-up. Illustrated throughout. Gives the complete story on oil additives, also selling tips and instructions for use. Casite Division, Hastings Manufacturing Co., Hastings, Michigan.

407 A B C'S OF SAFE PROFITABLE TIRE SERVICE — A 24 page book just published by Bowes "Seal Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casing repair techniques as well as reconditioning trade-ins for profitable resale. Bowes "Seal Fast" Corp., 147 North Pine Street, Indianapolis 2, Indiana.

410 NEW AIR BRAKE MAINTENANCE BULLETIN — Series of bulletins each devoted to a single unit fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

416 TAIL PIPE REPAIR KIT — A four page color catalog describing the Quaker heavy gauge, seamless tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 815 Whitman St., Montgomery, Alabama.

420 SIOUX TOOLS — Illustrated and descriptive condensed 18 page Catalog No. 109-O of SIOUX Portable Electric Tools for automotive repair and maintenance. Albertson & Company, Inc., 3100 Lowell Ave., Sioux City, Iowa.

4/56

Send me these FREE catalogs and Bulletins . . .

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

I want details on these New Products . . .

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Send more info on advertisements

(List page No. also company name if more than one ad on page)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

My Name Position

Company Name

Type of Business

Street

City Zone State

TEAR OUT AND MAIL TODAY! NO POSTAGE NECESSARY.

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is complete.



NEW PRODUCTS AND CATALOGS

900—Wheel Balancer

An "On-A-Car Front Spinner Balancer" designed to operate on frame, alignment or grease racks, as well as on level floor, has been announced by Bear Mfg. Co., 2016 Fifth Ave., Rock Island, Ill.

"Speedi" adapters reportedly are designed to speed up accurate center-



ing by relying on the "truest part of the wheel—the stud holes" to center the balancer unit. The "Jiggler" balance prover shows operator when the wheel is in balance, according to the manufacturer.

Want more info? Use coupon on page 118 and you will get it!

901—Marker Lamp

A two-way marker lamp said to give visibility to the front, side and rear has been added to the line of safety accessories of Grote Mfg. Co., Inc., Bellevue, Ky.

Available with any combination of red, yellow, green or clear plastic lenses, which are said to be shatter-proof and fade-proof, the "Beehive



Lamp" is recommended for identification and to mark outside extremity of pole trailers, projecting loads, saddle mount combinations or tow-away

operations, according to the company's Announcement.

Want more info? Use coupon on page 118 and you will get it!

902—Wiper Kit

A complete kit for removing windshield marks caused by inefficient or lost wiper blades has been announced by New England Products, Inc., Box 374, East Greenwich, R. I.

The "Glazite" windshield wiper mark remover individual kit contains one 2½-oz. jar of compound and one No. 300 buffing wheel. The shop kit contains an 8-oz. jar of compound and a No. 300 buffing wheel.

Want more info? Use coupon on page 118 and you will get it!

Weidenhoff ELECTRONIC IGNITION ANALYZER (Oscilloscope)



For Testing
Today's High
Performance
Automobile
Engines by
Exactly the
Same Method
as Used on
Aircraft
Engines



Typical ignition
image for one-
cylinder

This analyzer is an oscilloscope to analyze the performance of the engine and the complete ignition system under actual operating conditions while the engine is running. You actually get a true and easy-to-understand picture on the screen of EXACTLY what's going on. Takes in natural operating conditions—compression and temperature, which affect spark plug firing voltage. Operates on vehicle's power supply of 6, 12 or 24 battery voltage. Portable—can be used anywhere—road tests, too.



PAY FOR IT AS IT EARNS ITS WAY

For Today's Cars—Takes moments for meaningful tests that would take 30 minutes to one hour without it. With engines loaded with accessories and spark plugs out of sight and under the exhaust manifold the 'scope easily tackles those aggravating problems of intermittent spark plug and valve conditions.

With the 'Scope—You do not have to get into the ignition system to identify misfiring, shorted or intermittent firing spark plug, or an intermittent valve condition. You can identify the exact cylinder positively from the screen and know exactly what the deficiency is. No burned

hands, or waiting for exhaust manifold to cool off, with the condition possibly disappearing before you can test the engine.

You do not have to remove connections, disturb or change anything on the engine to connect analyzer. Leads connect to same circuits on all engines in less than a minute.

You see the complete ignition cycle of the engine on the screen while it is happening and in the firing order of the engine under test. Every part of the cycle is on display and identified.

JOSEPH WEIDENHOFF, INC.

Subsidiary of Bowser, Inc.

Sales and Service in Principal Cities Throughout U. S.

Factory, Algona, Iowa

Executive Office, 1335 W. Randolph St., Chicago 7, Ill.

The Most Complete Line of Automotive Test Equipment for Over 40 Years

SOUTHERN REGIONAL OFFICES:

Atlanta, Ga.
741 Boulevard, N.E.

Dallas, Texas
1706 Hinton Street

903—Set-Up Blocks

Multi-step set-up blocks of aluminum alloy said to withstand great weight under clamping pressures have been announced by Jergens Tool Specialty Co., 712 East 163rd St., Cleveland 10, Ohio.

They are used for set-up on jig borers, boring mills, drill presses, milling machines, planers, etc., and will hold work from zero to 3", it was said. They can be mounted on 3" high Jergens risers and pyramided from zero to any desired height. Tee-shape of the riser block requires minimum table space and allows rotation of the set-up block to coincide with the tee base for maximum rigidity. They are

available in packaged sets of four, two blocks and two risers.

Want more info? Use coupon on page 118 and you will get it!

904—Spark Plug Tool

Spark plug hole thread cleaning tools designed to clean carbon from all standard size spark plug holes have been announced by Owatonna Tool Co., 306 N. Cedar St., Owatonna, Minn.

The tool, according to the manufacturer, cleans carbon from the thread area of hole and cuts away the collar-like deposit of carbon which usually forms at the bottom of holes after a period of operation. Two tools

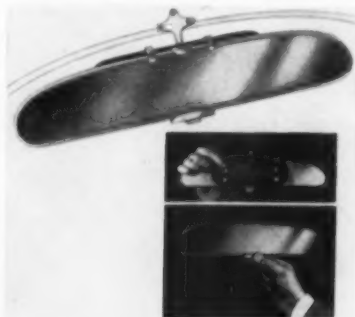
are available, each with a different size cleaner at either end. They will fit 10MM, 18MM and 1/8-18 thread size holes. With the tools the need for expensive thread tapping dies is eliminated, it was said.

Want more info? Use coupon on page 118 and you will get it!

905—Mirror

A panoramic mirror which reportedly clips on all car mirrors without using tools has been introduced by Visionade Mfg. Co., Inc., 641 Lexington Ave., Brooklyn 21, N. Y.

The "Clip & Flip" is over a foot long and is especially adaptable for



wrap-around windows. A finger-touch flip cuts out blinding glare, but not the vision, the manufacturer said.

Want more info? Use coupon on page 118 and you will get it!

906—Power Wrench

A right-angle attachment to fit any 1/2" square drive air- or electric-driven power wrench has been announced by Thor Power Tool Co., 175 N. State St., Aurora, Ill.

The "No. 568" attachment is suited for use with the company's No. EW6 electric and A2W air models, as well



as the new No. 56 electric tool. It features a 29/32" spindle offset front, right and left to permit operators to move in close on tightly confined work. It is less than 6" long with a head height of 2 3/4" and weighs 2 1/2 lbs.

Want more info? Use coupon on page 118 and you will get it!

907—Testing Catalog

A 28-page catalog showing the company's complete line of equipment for testing and servicing engines has been published by Allen Electric and Equipment Co., Kalamazoo, Mich. Every product is illustrated by one or more photographs.

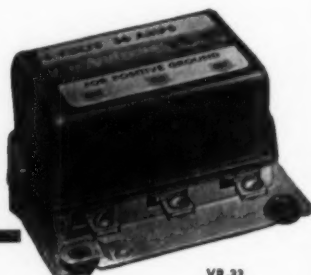
Want more info? Use coupon on page 118 and you will get it!



HR-77



DS-50H



VR-33



C-91



D-150H



ARE YOU AN IGNITION SPECIALIST?

—Then this is for you. High quality replacement parts that do a top performance job are the kind you bank on.

That's why more and more Ignition Specialists depend on Andrews Ignition Parts, Wire and Cables to do the job and insure customer satisfaction.

Ask your jobber about the Andrews Line of full quality—full value parts.

Andrews
MANUFACTURING CO.

ST. LOUIS, MO.



Southeastern Representative:
LAWRENCE M. HIRSIG & COMPANY
American National Bank Building
Jacksonville 7, Florida

Southwestern Representative:
LYNN & HEMPHILL
301 North Market
Dallas, Texas



**Restore "peak" power
and low-cost mileage
in worn engines**

with BUICK
FACTORY ENGINEERED

Krome Piston Rings



See Section 2-E in Your Buick Shop Manual

Krome Compression Rings restore peak-performance power—are factory-seated for fast break-in—stand up better under high-compression heat and load.

Krome Oil Rings assure lasting low-cost

oil control—even in out-of-round bores—with chrome-faced steel rails and exclusive Full-Flow Spring flexing.

Buy Krome Ring Sets From Your Buick Dealer—at your full discount.

Did You Know that the Buick engine is most compact of the big V8's—and develops the highest horsepower per pound of engine?

BETTER WORK WITH

FACTORY ENGINEERED PARTS

ENGINEER APPROVED ACCESSORIES



FACTORY ENGINEERED PARTS

SEE YOUR BUICK DEALER—Your One-Stop Source for Buick Parts

908—Torque Adaptor

An adaptor for torquing the exhaust manifold bolts on late-model Ford products with V-8 engines to prevent leaking or broken manifolds has been announced by Snap-on Tools Corp., Kenosha, Wis.

The "S-8681" has a 9/16" double hexagon opening, a 1/2" square drive and is 4-9/16" long.

Want more info? Use coupon on page 118 and you will get it!

909—Merchandising Booklet

A 12-page illustrated booklet offering station owners a new technique for selling more oil, oil filter elements,

lubrications and TBA items in service stations is available free to automotive jobbers and gasoline stations from Pullman Vacuum Cleaner Corp., 25 Buick St., Boston 15, Mass.

Want more info? Use coupon on page 118 and you will get it!

910—Regulator Kit

A kit consisting of three types of 12-volt regulators packed in a shipping carton that converts into a shelf or counter display has been announced by American Bosch Division, American Bosch Arma Corp., 3663 Main St., Springfield 7, Mass.

The three types of regulators (RGD 12-10, RGS 12-104 and RGS

12-108) are said to fit practically all 12-volt cars and light trucks. The RGS types have universal mounting brackets.

Want more info? Use coupon on page 118 and you will get it!

911—Seat Covers

Seat covers in colors and styles reportedly coordinated to fit in with the modern trend in automobile design have been introduced by The Schoellkopf Co., 806 Jackson St., Dallas, Texas.

The "Jumbo" covers are available in four basic materials: a durable woven rayon, a quilted-effect plastic,



woven plastic and the familiar lacquered fiber. The woven rayon is said to be considerably longer lasting than previous materials of this type, with the added advantage of shock- and burn-resistance qualities. The two top style lines are trimmed in heavy 22-oz. leatherette and have plastic piping matching the trim.

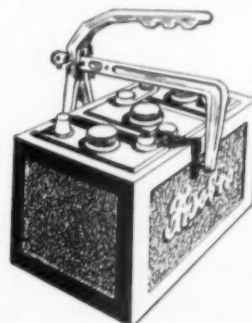
A line of clear 12-gauge plastic covers, available in universal and custom models, has also been introduced.

Want more info? Use coupon on page 118 and you will get it!

912—Battery Carrier

An adjustable battery carrier designed to carry all batteries by the case has been introduced by the Five Star Mfg. Co., P. O. Box 149, Clarksdale, Miss.

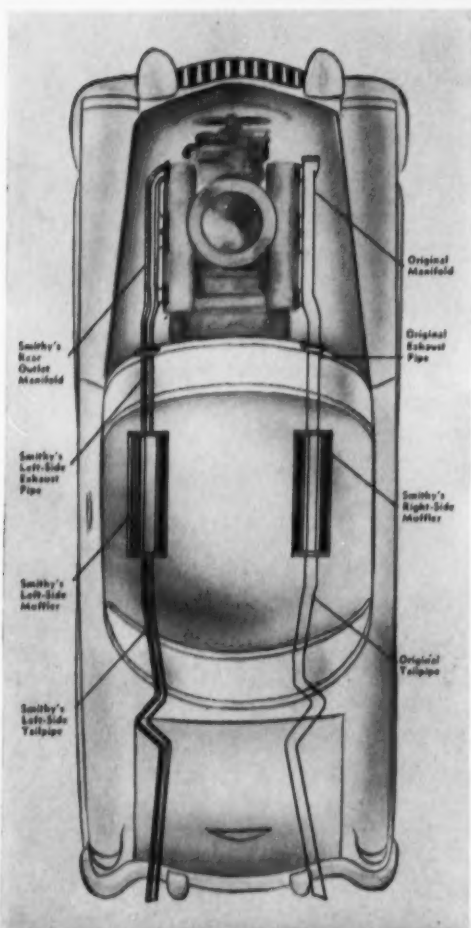
The "Karrier" has three steel tips for gripping and non-tilting action



and is made of lightweight, durable aluminum alloy, the manufacturer said.

Want more info? Use coupon on page 118 and you will get it!

For Added POWER and ECONOMY



use



MUFFLERS
and
DUAL
EXHAUST
SYSTEMS



the
LEADER of
CUSTOM-
BUILT
EXHAUST
SYSTEMS
SINCE 1920



See your local dealer or jobber for a Smithy's muffler today!



The "BIG SWING"
in DIXIE is to

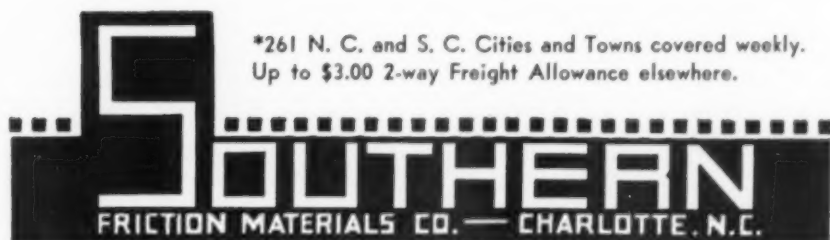
**SOUTHERN
DOUBLE-LOCK**
BONDED BRAKE SHOES

For in the South only SOUTHERN is BASIC!

1. First to Make Molded Lining
2. First to Make Bonding Adhesive
3. First to Offer a **DOUBLE-LOCK** Bond
4. First to go all the way--

Raw Asbestos to free Delivery by Trucks*

Your Brake Shoe Exchange Business (like ours) can Double each year too! Get on the Band Wagon while the "Big Swing" is on. We dare you to compare prices and quality! Ask your Jobber for details.



*261 N. C. and S. C. Cities and Towns covered weekly.
Up to \$3.00 2-way Freight Allowance elsewhere.



913—Masking Chart

A 2' x 3' wall chart picturing 16 areas on a car which demand special masking attention and illustrating the most economical methods of masking for painting is available free from Minnesota Mining and Mfg. Co., Dept. F6-32, 900 Fauquier St., St. Paul 6, Minn.

Want more info? Use coupon on page 118 and you will get it!

914—Body Repair Sets

Two body and fender repair sets which are said to contain all essential equipment for doing body and fender work have been introduced

by H. K. Porter, Inc., Somerville 43, Mass.

The "PF-9 Hydro-Midget" is a threaded type set and the "PF-10 Speed-Midget" is an "Ez-E-On" type. Both sets may be added to until complete equipment for doing all phases of body and fender work is assembled, according to the company.

Want more info? Use coupon on page 118 and you will get it!

915—Transmission Kit

Automatic transmission master overhaul kits for cars equipped with Hydra-Matics have been introduced by the Raybestos Division of Raybestos-Manhattan, Inc., P. O. Box

1021, Bridgeport 2, Conn.

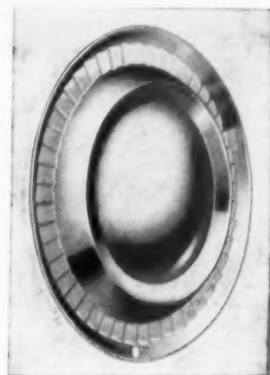
Each kit has what the parts engineers say is necessary to do a first-class job. Parts included are: friction discs, spacer plates, gaskets, front and rear clutch piston seals and expanders, reverse clutch piston seal, front oil pump seal and rear bearing oil seal.

Want more info? Use coupon on page 118 and you will get it!

916—Wheel Cover

A wheel cover for the 1956 Plymouth, interchangeable with the original equipment on cars with standard 15" wheels, has been announced by Namsco, Inc., 331 31st Ave., Bellwood, Ill.

The covers are made of triple chrome plated heavy gauge steel and



fitted with National universal attachment springs, which are said to hold firmly and prevent the covers from slipping or squeaking.

Want more info? Use coupon on page 118 and you will get it!

917—Air Compressor

A 1/4hp air compressor designed for repair shops, service establishments, small filling stations, garages and machine shops has been introduced by The Devilbiss Co., 300 Phillips Ave., Toledo, Ohio.

The unit reportedly will supply ample high pressure air for tire in-



flation, air dusting, cleaning and drying, touch-up spray painting and operation of small pneumatic tools and devices. It consists of compressor, electric motor and air tank and will operate from ordinary electric lighting circuit without special wiring, the manufacturer said.

Want more info? Use coupon on page 118 and you will get it!

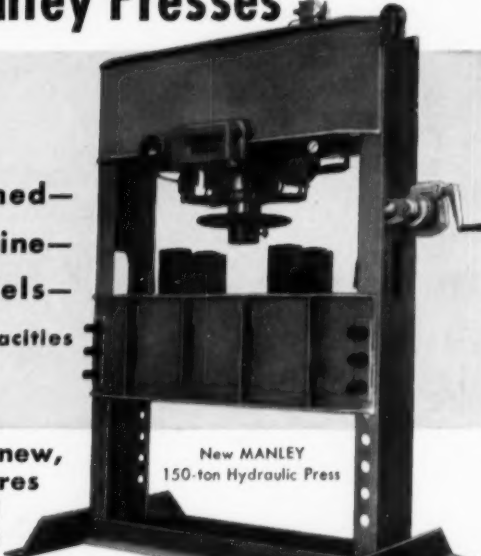


ACCO
products

Manley Presses

**Newly Designed—
Complete Line—
7 models—
25 to 150-ton capacities**

**Look for these new,
improved features
on 125-ton and
150-ton models**



New MANLEY
150-ton Hydraulic Press

- 1 Hydraulic cylinders are welded units—no porous castings
- 2 Cylinder construction permits rams of various hydraulic travels
- 3 New improved table-raising mechanism gives accurate control
- 4 Frames are welded to assure rigidity and longer life. No bolts
- 5 Improved movable-head mechanism allows horizontal travel
- 6 Improved-type locking device
- 7 Improved-type 3-speed pump on 60 and 80-ton units allows varying speeds depending on pressure required
- 8 Safety overload valves protect presses from damage
- 9 Improved-type packings on rams and pumps stop oil leakage
- 10 Side openings permit long material to be positioned

The best-equipped shop gets the profitable business

ACCO



**Manley Division
AMERICAN CHAIN & CABLE**

York, Pa., Chicago, New York, Portland, Ore.,
San Francisco, Bridgeport, Conn.

In Canada:
Dominion Chain Company, Ltd., Niagara Falls, Ontario



**5 MODELS
MANLEY
TRESTLES**
(from 2 to 10 ton capacities)
Make every job
easier, faster,
safer

Let Us Tell You More...

MANLEY DIVISION **SAJ**
American Chain & Cable, York, Pa.

Please send literature and prices on MANLEY Hydraulic Presses and Trestles with name of nearest Distributor.

Name

Address

Town Zone State

3

NEW MONEY-MAKING DEPARTMENTS FOR GARAGES AND SERVICE STATIONS

Cash in on Front-End Business with these
popular Moog "Profit-Packages"

1

Average installation
('51 Chevrolet), including
parts and labor, \$8.50.
Total potential gross on
Moog Tie Rod End
Assortment is over
\$60.00.



MOOG TIE ROD END ASSORTMENT #1

Here's everything you need to sell and install Moog Tie Rod Ends with amazing friction-fighting *Gusher-Bearings*.

You get: 6 pairs of fast-moving Tie Rod Ends packed in display carton. Toe-In Gauge worth \$10. Wall Chart, Catalog, and Service Information.

DEALER'S NET PRICE, \$25.95

2

Garage makes
45% mark-up plus
labor profit!



MOOG SHOCK ABSORBER ASSORTMENT SK-500

This will come as quite a *SHOCK* to you is the title of a booklet, available from your Moog Jobber or by writing us, explaining the Moog Plan for opening a Shock Absorber Department using this assortment.

It includes: 5 pairs of Moog *Gusher-Action* Shocks, giving 85% coverage. 2 Herbrand "Van-Chrome" wrenches and heavy-duty screwdriver (\$5.62 value). Wall chart and merchandising materials featuring "90-Second Bounce Test."

DEALER'S NET PRICE, \$46.00

3

Garage makes \$8.10
profit on Spacers plus
\$7 per pair on labor.
Total profit, \$50.10



MOOG COIL SPRING SPACER ASSORTMENT #3

Correct front end sag of 2 inches or less with this new aluminum spacer. Designed to fit the A frame recess perfectly. Matches original and replacement coil ends without squeak or danger of slipping. A fast, profitable installation.

Moog assortment includes 6 kits (2 Spacers per kit) packed in display carton. Gives 90% coverage.

DEALER'S NET PRICE, \$9.90

USE THIS HANDY COUPON to order these profit-building assortments. Fill it out and mail to your Moog Jobber. Or mail it to Moog Industries, Inc., 6650 Easton, St. Louis 14, Mo. Order will be filled by your nearest Moog Jobber.



MOOG INDUSTRIES, INC., ST. LOUIS 14, MISSOURI
GHQ for Chassis and Suspension Parts

Gentlemen:

DATE

Please rush to us the following Moog assortments.

QUANTITY	ITEM	PRICE	TOTAL
.....	Moog Tie Rod End Ass't No. 1	\$25.95
.....	Moog Shock Ass't SK-500	46.00
.....	Moog Spacer Ass't No. 3	9.90

COMPANY

ADDRESS

CITY STATE

ORDERED BY TITLE

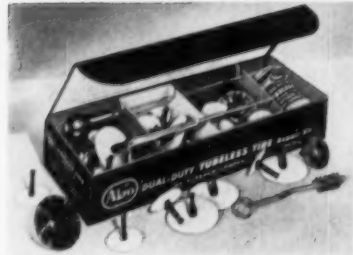
918—Oil Filter Chart

A two-sided wall chart for dealers, providing complete installation data on oil filter refills for late-model passenger cars, popular light trucks and some of the more popular foreign cars, has been made available by Purolator Products, Inc., 970 New Brunswick Ave., Rahway, N. J.

Want more info? Use coupon on page 118 and you will get it!

919—Tire Repair Kit

A repair kit for tubeless tires, containing three plug sizes, special cement, plug pulling tool, puncture gauge buffer and step-by-step in-



structions, has been introduced by The Buxbaum Co., 1212 7th St., Canton 1, Ohio.

The "Akro Dual-Duty" plug contains a layer of uncured rubber

which, when used with the special cement, welds repair to casing during wheel spin without hot vulcanization. Plug base is said to be tapered to a feather edge for trouble-free repair.

Want more info? Use coupon on page 118 and you will get it!

920—Sticker Holder

A rectangular inspection sticker holder designed to accommodate use permits, state inspection stickers or licenses now in use has been announced by Grote Mfg. Co., Inc., Lafayette & Grandview, Bellevue, Ky.

Housed in formed steel with a black finish, a heavy, transparent plastic window leaves pertinent information plainly visible. A protective plastic bag is said to seal itself and keep licenses protected from weather and dirt.

Want more info? Use coupon on page 118 and you will get it!

921—Wheel Balancer

A self-centering on-the-car wheel balancer which reportedly can be mounted by anyone in 60 seconds or less, with no adapters, studs or nuts needed to center it, has been announced by the John Bean Division, Food Machinery and Chemical Corp., 1305 S. Cedar St., Lansing 4, Mich.

The unit is said to balance the entire wheel—hub cap, drum and tire—in one operation without removing



the wheel. Sensitive selector controls indicate position and amount of weight necessary to obtain correct balance. Requiring only four square feet of floor space, the unit is portable and designed to fit any size car wheel, including next year's 14-inchers, according to the company.

Want more info? Use coupon on page 118 and you will get it!

922—Car Cleaner

A cleaner which reportedly cleans, shines and revitalizes car finishes has been introduced by Plastone Co., Inc., 4100 West Grand Ave., Chicago 51, Ill.

"Color-Bak" is said to remove deteriorated paint, tree sap, bugs, road tar, stains, road film and grime. It is further said to retard oxidation and revive a dull, faded look. It imparts a non-oily, dry surface in preparation for polishing, according to the manufacturer.

Want more info? Use coupon on page 118 and you will get it!

for greater safety

Big Boy Mirror assembly for all trucks

KD 51 Big Boy Mirror Assembly for all trucks and commercial vehicles has everything. Steadfast picture of the rear . . . vibration eliminated by outer and inner arms of heavy seamless steel tubing . . . and a brand new assembly design! Completely adjustable; vertical bracket mounting centers 14 1/2" to 19" . . . horizontal adjustment from 8" to 9 1/2" . . . inner arms heavily plated . . . 360° pivot of mirror head mounting tube . . . swivel mounting bolt in head.

universal mounting

Mounts left or right. Special brackets included in assembly for installation on 1955 GMC-Chevrolet trucks. Extensions, pivot, swivel . . . all combine to make K-D's Big Boy useful on all work units.



replaceable mirror glass

Double-strength replaceable glass in the 5 1/2" x 8 1/2" rectangular mirror head is held in place and protected by rubber guard. Silvered surface of mirror double-coated to prevent deterioration. Wax-impregnated gasket keeps moisture out. Steel mirror back is ribbed to increase strength without adding weight. Baked-on black enamel finish.



The Complete Line Truck Mirrors, Stop and Rear Lites, Reflectors, Clearance Marker Lites, Turn Signals are representative of K-D's complete single-source-service of automotive Saftee Products.

K-D LAMP COMPANY
1910 ELM STREET • CINCINNATI 10, OHIO
WAREHOUSES, BOSTON • CHICAGO • LOS ANGELES
NEW YORK • PHILADELPHIA • SEATTLE • TORONTO



MAKE \$30-\$40 A DAY!

sell shocks the sure, easy Gabriel Way



1 Remind customer shocks need testing every 10,000 miles. Tell him you can test his in just 3 minutes!



2 Adjust Shock Tester to center on front bumper. Climb on—use body weight to bounce front end.



3 Jump off—see how fast car snubs into "safe" range. If it bounces over 3 seconds, shocks are shot!



4 If front shocks are gone, most likely the rears are too. Sell Gabriels all around—make a fast \$15 or more!

3 cars in every 5 need new shock absorbers. And here, for the first time, is a selling tool and a selling program *you* can use to get a big share of this big business. Your Gabriel Jobber can supply you right now with a Gabriel Shock Tester and everything that goes with it for fast, easy sales . . . window poster, attendants' badges, convincer folders, reprints of current national advertising reaching more than 5,000,000 customers. Remember—you can make \$15 or more every time you install four Gabriel HydrOshox, even more with Silver "Es" or AjustOmatic. Get going . . . get Gabriel!

The Gabriel Company, Cleveland, Ohio



Gabriel
SHOCK ABSORBERS

923—Buffing Chemical

A chemical to replace power buffing or hand filing of flats, inner tubes or tubeless tires has been announced by General Liquids Corp., 4730 Reisterstown Rd., Baltimore, Md.

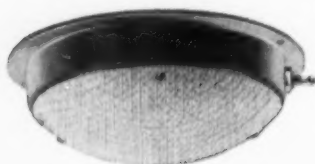
"Liqui-Buff" is said to be non-abrasive. It may be applied with a clean cloth or directly on the area to be patched. No drying time is necessary, so by wiping thoroughly the flat is ready for a hot or cold patch, according to the manufacturer.

Want more info? Use coupon on page 118 and you will get it!

924—Interior Lights

Two interior lights with or without inbuilt toggle switch, both with 5" plastic lens designed to insure even intensity of light in the loading area of trucks and trailers, have been introduced by K-D Lamp Co., 1910 Elm St., Cincinnati 10, Ohio.

The flush-type mounting avoids need for either disassembly or panel opening, it was said. The body is



heavy gauge bonderized steel with baked gray enamel finish. Three screws hold lens and rubber washers prevent dropping screws. Bulb is 21cp in six or 12 volts. Depth is 1 5/8" and over-all diameter 5 3/4".

Want more info? Use coupon on page 118 and you will get it!

925—Service Parts Chart

A wall chart of service parts application information for quick reference on popular items has been announced by The Electric Auto-Lite Co., P. O. Box 931, Toledo 1, Ohio. Information is arranged in groups of related items and pages have visible indexing. Chart is 12" x 17" and identified as "S-258D." It is available through distributors of Auto-Lite original service parts.

Want more info? Use coupon on page 118 and you will get it!

926—Generator Kit

A generator installation kit for obtaining extra electrical power for taxis, police cars, light delivery trucks and cars equipped with "ham" radio or radiotelephone service has been announced by Delco-Remy Division of General Motors Corp., Anderson, Ind.

A 6-volt generator reportedly can be mounted "piggy back" with a 12-volt original equipment generator to permit operation of a separate 6-volt system for radios, sirens, flasher-lights, etc., on vehicles equipped with a 12-volt electrical system. Two 12-volt or two 6-volt generators can be teamed in the same fashion to provide more output.

Want more info? Use coupon on page 118 and you will get it!

927—Steam Cleaner

A steam cleaner available in 11 different portable or stationary



models with a choice of electric motor or gasoline engine drive has been announced by Homestead Valve Mfg. Co., Coraopolis, Pa.

The "Hypressure Jenny" reportedly features a slow-speed positive displacement pump with disc check valves for longer service, low maintenance and a minimum of 120 gallons per hour at any pressure; a piano hinged machinery cover for complete and easy accessibility to all working parts; a "no-stoop" control panel; contamination-proof water system, and remote control to stop and start machine at cleaning gun even though operator may be 100' away.

Want more info? Use coupon on page 118 and you will get it!

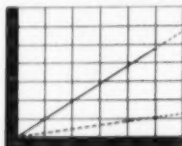
more power to **GO**



World Bestos "Prescribed Friction" brake lining solves the tough brake problems encountered in servicing today's high horsepower cars. And it gives your customers better, safer brakes!

this is the story:

Today more than 60 million cars and trucks crowd our streets and highways. The average horsepower of 28 cars and models has increased 50% in the past 5 years. In some cases horsepower has nearly doubled. Yet during this same period the average braking area on the same cars has increased only 10%!



Solid line shows average HP increase compared with average increase in braking area (dotted line). Source: Motor Age, July '55.

ously, this must be a superior lining by every standard of comparison.

Customers depend on YOU for Safe Brakes

—The average car owner takes good brakes for granted and depends on them to stop him safely in any emergency. When he has trouble or comes in for a reline he expects you, his "brake expert", to supply the right lining for his car ... and for today's traffic conditions.

World Bestos "PF" Dry-Mix Lining proves its superiority ... 3 WAYS!

● **Stopping Power:** Top quality World Bestos "Prescribed Friction" Sets are made up from 7 different frictions, assuring dependable stopping power for modern high horsepower cars ... whether power or standard brakes are used. "PF" stopping power must prove itself by giving 12 panic stops in rapid succession from 70 miles per hour!

● **Fade Control:** At high temperatures ordinary brake lining loses friction. It fades. World Bestos "Prescribed Friction" lining gives you stable friction to overcome this dangerous condition. "PF" must prove itself by fast recovery

Better Brakes ... a necessity—More power under the hood means fast "get-away" in traffic, faster passing speeds and higher sustained speeds on the highway. Therefore, brakes must be more powerful, more dependable and more durable than ever before ... to keep high horsepower under control and stop it safely under all conditions.

The LINING is the answer—Because braking areas have not increased in proportion to horsepower and speed, brake lining must supply the greater stopping power required by modern cars. Obvi-

928—Equipment Catalog

A 16-page catalog describing and illustrating tools and equipment for brake service and engine repair and showing the profit possibilities of each item is available free from Ammco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill.

Want more info? Use coupon on page 118 and you will get it!

929—Sidewall Cleaner

A white sidewall cleaner which is said to offer maximum cleaning efficiency with a minimum of effort has been added to the chemical maintenance line of the Automotive Divi-

sion of R. M. Hollingshead Corp., Camden 2, N. J.

"Speedy" reportedly cleans and bleaches stained sidewalls with complete safety to the tire, painted wheel surfaces and anodized aluminum hubcaps. It is said to be non-caustic and is packed in pint cans with a built-in squirt top.

Want more info? Use coupon on page 118 and you will get it!

930—Portable Cooler

A portable cooler with adjustable legs for car, room or office has been introduced by Metalaire Products Co., P. O. Box 7213, Phoenix, Ariz. In the car, the "TravelAire" plugs



into a special dash-mount power receptacle. At home, it plugs into wall outlet by means of a transformer (furnished with models FC1006T and FC1012T). Louvers direct air movement to suit comfort and easy-to-fill water reservoir permits several hours of operating periods between refills, it was said. Recommended retail price is \$54.95, plus \$13.95 for the transformer, which is necessary to convert to 110-volt use.

Want more info? Use coupon on page 118 and you will get it!

931—Battery Kit

A kit designed to hold all essential battery service tools and sufficient water for one-stop battery servicing has been introduced by E. Edelmans & Co., 2332 Logan Blvd., Chicago 47, Ill.

The "No. 77 Super Servicer" is said to be lightweight and convenient to



use. Two openings at the top secure and protect the hydrometer and filler. It features 3/4-gal. water capacity, easy-grip carrying handle and compartments with drain holes for tools, cloths, voltmeter, battery carrier and other equipment.

Want more info? Use coupon on page 118 and you will get it!

932—Oil Seal Catalog

The 11th edition of its "Oil Seal Guide," embracing many new features, has been announced by Victor Mfg. & Gasket Co., 5750 Roosevelt Rd., Chicago 90, Ill.

Want more info? Use coupon on page 118 and you will get it!

takes more power to **WHOA!**



after brake temperatures have risen to 600° or 700° F.

● **Long Wear:** High friction lining wears rapidly and produces excessive brake temperatures. Therefore, the high frictions required for maximum stopping power cannot also supply adequate fade control and long wear. World Bestos "Prescribed Friction" lining, using seven different frictions, solves this problem by skillful formulation and by combining frictions. Thus, different (but carefully matched) frictions may be used in a single "Prescribed Friction" set to produce the most favorable combination of stopping power, low fade and long life.

"PF" Sets are Engineered for the Car Owner... and for the Brake Shop! A car owner gets brakes so dependable he can forget them when you give him World Bestos "PF". For this fine quality dry-mix lining is engineered for his car. He gets brakes that will stop safely every

time, without fade... throughout a long life of trouble-free service.

"PF" Sets make your job easier because they are engineered for perfect fit... and because their superior performance eliminates many of the difficulties and "comebacks" you may experience with the ordinary run of brake lining.

SO... give yourself and your customers the many benefits of World Bestos "Prescribed Friction", the finest brake lining for modern, high horsepower cars.



"Prescribed Friction", 4-piece, single axle sets for all passenger cars; available for riveting or bonding; superior performance for standard or "power" brakes.

Start now! Call your World Bestos distributor or mail this coupon for full information and prices!

World Bestos NEW CASTLE, INDIANA

Please send full information and prices on "PF" (Prescribed Friction) Brake Lining Sets for passenger cars.

Company Name.....

Address.....

City..... State.....

Your Name and Title.....



Remember—
STOPPING POWER IS THE SAFEST
POWER A CAR CAN HAVE!



The hottest cooler you'll ever get!

New Improved

MARK IV

Refrigerated Automotive Air Conditioning offers distributors...

1. Top product with patented RoboTrol control

Engineered and packaged for easy installation and low inventory. RoboTrol flow control valve eliminates biggest trouble spots — no by-pass, no solenoid, no clutch... that's right, no clutch, RoboTrol does it all!

2. Price advantage and proper profit.

With Mark IV you can beat the price of all factory installed models — by far. In fact, you can install fine Mark IVs and compete with the cheapest models on the market. But the profit is right — on both the unit and the installation.

3. Service school and warranty policy.

Mark IV maintains a free service school... requires that each distributor send a man to it... Mark IV pays his expenses while at the school. Mark IV units are built right and backed by a sound warranty. We want every one of your customers to be a booster for you and Mark IV.

4. Real promotional program.

Sales of these units will be directly proportional to the promotional effort. Advertising-minded distributors are going to build a great business. So Mark IV is giving them full aid. Free brochures, envelope stuffers, window banners, newspaper ad mats, outdoor poster designs, recorded radio jingles are being furnished by Mark IV, in addition to installation manuals, decals, etc. Also a generous co-op advertising allowance is offered.

This is a real profit-building package that will grow each year, and there is still time for you to get in on the 1956 season...

WRITE TODAY for details on distributorships.

THE MARK IV DIVISION

JOHN E. MITCHELL COMPANY

3800 Commerce • Dallas, Texas

Manufacturers of Fine Machinery for More Than Half a Century

933—Tubeless Repair Kit

A cold vulcanizing repair unit which is said to permit fixing punctures in tubeless tires in less than five minutes without removing tire has been announced by Remaco, Inc., 11 Park Place, New York 7, N. Y.

The kit consists of cone-headed rubber plugs, each compressed into metal guide shafts which are introduced into the puncture hole from the outside by special tool which serves at the same time as a gun to supply vulcanizing cement. The units reportedly permit permanent repair of punctures of car and truck tires up to a diameter of $\frac{5}{8}$ ".

Want more info? Use coupon on page 118 and you will get it!

934—Valve Timing Checker

A "Degree Wheel," 12" in diameter, for determining valve opening and closing time by showing degrees before and after top dead center, has



been introduced by Van Norman Equipment Co., 3640 Main St., Springfield 7, Mass. It is said to be easy to apply and read and comes complete with instructions.

Want more info? Use coupon on page 118 and you will get it!

935—Snap-on Sidewalls

An all-latex disc said to be easily attached to the side of any black tire for converting it to a white sidewall has been introduced by Kraco Products, Inc., 1797 West Adams Blvd., Los Angeles 18, Calif.

"Custom Wall Grip-Ons" are available in 15" and 16" sizes and are said to require no cementing, no sanding and no special tools for installation. They are transferable from one set of tires to another, providing the rim sizes are the same.

Want more info? Use coupon on page 118 and you will get it!

936—Overload Spring

An overload helper spring said to compensate for light rear springs used on late-model passenger cars and station wagons has been introduced by Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

The "PH Helper Spring" reportedly adds 1200 lbs. extra capacity, improves rear-end stability and restores proper height to weak rear springs. It can be installed in 15 minutes without removing springs, drilling holes or special tools.

Want more info? Use coupon on page 118 and you will get it!

IN APRIL G-E *All-Weather* HEADLAMPS featured in 3 point "Buy a Pair" Campaign!



"BUY A PAIR" ON TV COMMERCIALS

Commercials on "MEDIC", General Electric's TV Award winner, show how G-E *All-Weather* Headlamps give greater night driving safety, in bad weather and clear weather. April 16 and 23 at 9 PM on NBC-TV Network.



"BUY A PAIR" IN MAGAZINE ADS

12 dramatic ads during April and May, show your customers specific advantages of G-E *All-Weather* Headlamps in 7 top magazines: Look, SatEvePost, Colliers, Popular Science, Popular Mechanics, Farm Journal and Progressive Farmer.



"BUY A PAIR" ON STORE DISPLAYS

Colorful eye catching display material is available from your distributor. Inside and outside streamers, humorous cartoon cards for window or shelf displays will help you sell *pairs* of G-E *All-Weather* Headlamps.

G-E *All-Weather* HEADLAMPS with aim-right Gizmos for quick, accurate aiming

FEATURES TO HELP SELL PAIRS!



- 1 Aim-right Gizmos are glass pads molded in G-E *All-Weather* Headlamp lenses to help aim headlamps in aiming machines quickly and easily. Gizmos are smooth—they hug the lens surface . . . are not vulnerable to breaking, chipping or cracking.
- 2 G-E *All-Weather* Headlamps with Aim-right Gizmos can be aimed on *any* aiming machine . . . standard G-E *All-Weather* Headlamps can be aimed by *all* aiming devices *except* one, at this time.
- 3 The G-E shield covers the *lower beam* filament *only*. It cuts off uncontrolled upward light which, in ordinary headlamps, reflects back in the motorists' eyes during rain, snow, fog or sleet. The *upper beam* filament is purposely *unshielded* to provide maximum light for seeing hills, curves and dips in *clear* weather.
- 4 The redesigned lens-reflector combination directs light from *lower beam* up to 80 feet further along the right side of the road. Passing is easier.
- 5 Lead-in wires are preformed—natural "spring action" is eliminated to keep filaments from being pulled out of focus. Miniature Lamp Dept., General Electric Co., Nela Park, Cleveland 12, Ohio.

DISPLAY AND SELL THEM IN PAIRS

GENERAL  ELECTRIC

MUSTANG

IS YOUR BEST BET...

because
MUSTANG
IS A
**PROFIT-PACKED
PACKAGE**



**YOU CAN MAKE
\$10
PER SHOP HOUR**
WHEN YOU INSTALL A
MUSTANG
REMANUFACTURED ENGINE

NEW STYLE CAMSHAFT means
15% greater horsepower -- more
gas mileage -- longer valve life
-- perfect valve action -- better
compression

Every **MUSTANG** is accompanied
by a "Test Record" showing
compression and oil pressure

Every **MUSTANG** carries a
NATION-WIDE Guarantee

Start **NOW** to earn **QUICK --
SURE PROFITS** with **MUSTANG**

Mustang Exchange Engines Are A
Product of Rebuilders, Inc., Garland, Texas

Your Inquiry is invited. Use this
Coupon for full details without obligation

YES, we want more information on
the **MUSTANG PROFIT DEAL**

COPYRIGHT 1954 BY MUSTANG EXCH. REBUILDERS, INC., GARLAND, TEXAS

FIRM NAME.....

ADDRESS.....

CITY.....STATE.....

YOUR NAME and TITLE.....



St. Julian M. Walker opened G & W Auto Supply, Inc., at 120 W. 15th Street in Panama City, Fla., this month. A native of Charleston, S. C., this veteran aftermarket official, formerly with Wiggins Auto Parts at Panama City, is president, Harold W. Good is vice-president, Louise S. Walker is treasurer and E. G. Kirby is secretary of the new wholesale establishment. His wholesaling experience spans more than 30 years.

Florida Wholesalers To Repeat Program

A MANUFACTURER-JOBBER table conference again will feature the second annual convention of Florida Automotive Wholesalers Association, scheduled to be held in Orlando Nov. 17-18.

"One hundred and three manufacturers met with us last year and indications are we will welcome many more next November," said Charles H. "Chuck" Davis, executive secretary. "Plans will be completed in detail for the convention during the regular meeting of the board of directors to be held in Orlando June 16."

Edgar H. Rogers, Jr., of Consolidated Automotive Co., Jacksonville, is president and W. C. Stephens of Partco Automotive Supply, Tampa, vice-president.

Thomas D. Hughes Succumbs

Thomas D. Hughes, well-known manufacturers' representative in the Virginias, Carolinas, Maryland and Delaware, died after a four-day illness on Feb. 29 at the Warner Memorial Hospital in Gettysburg, Pa.

Herb Katz Dies in Greenville

Herbert Katz, 49, of Kaufman Brothers died after a heart attack last month at his home in Greenville, S. C. He was a past president of the Greenville Jobbers Association.

Matching Colors

(Continued from page 68)

been used.

3.—Spraying color over a body (such as the Corvette) or over a repaired area where polyester plastic (or patches) had been, if an excess amount of peroxide hardener was used.

4.—Failure to remove cleaners of some types which react and cause spots to appear.

5.—Poor circulation of air in enamels.

6.—Microscopic wrinkle. Sometimes a finish seems to lose its gloss overnight. Often an examination with a magnifying glass would show a very fine uniform wrinkling invisible to the naked eye. This fine wrinkling so divides the reflection of light that it dulls and changes the color (water spots on fresh jobs are usually microscopic wrinkling).

7.—Slight blushing. Gray lacquers may sometimes blush due to precipitation of atmospheric moisture into the film because of too rapid drying of the thinner. Sometimes the painter does not recognize it as a blushing condition.

8.—Premature compounding.

9.—Poor color hold out.

10.—Inadequate agitation.

11.—Overheating in hot spray process, particularly of yellows, which tend to disappear shortly above 180°F.

Chevrolet Cautions On Air Cleaner

CHEVROLET Division of General Motors cautioned servicemen last month not to overfill the oil bath air cleaner to the point where the oil level contacts the mesh screen at the bottom of the filter element.

If the filter is overfilled, an air block results and fuel vapors are pulled down into the crankcase. The presence of such vapors is detrimental to lubrication and in heavy accumulations can result in crankcase explosions, Chevrolet said.

Plymouth Alters Tappet

Plymouth Division of Chrysler Corp. announced last month a change in the valve tappet setting on the 277 cubic inch engine. Intake valves are now set with .008 clearance (hot) and the exhaust valves' setting is unchanged at .018 (hot).



IT'S THE NEW, SENSATIONAL
THOMPSON

MOBILE VAC

READ WHAT IT
DOES — SEE WHAT
YOU GET for only

\$98⁵⁰

COMPLETE
(Slightly more
with Attachacart)

- Powerful, light weight, with easy portability combined with low cost.
- All aluminum housing, Weight 21 lbs., diameter 18" overall. Height 24 1/4" overall.
- Handy adjustable "Attachacart" handle for maneuvering Mobile-Vac anywhere, quickly and easily.
- Standard Parts: Power unit, Upholstery Tool, Crevice Tool, Lint Picker, 10 ft. Flexible Neoprene Hose.

SEE IT IN BOOTH NO. 460, at
the Southwest Automotive Show,
May 10-13, Houston, Texas.

THOMPSON & SONS, Inc.
LYONS, ILLINOIS

THE AUTOMOBILE
CLEANER, SERVICE
STATIONS HAVE
BEEN WAITING FOR!

- Powerful 3/4 H.P. Lamb Motor.
- Flexible Hose That Really Lasts.
- Lint Picker That Positively Removes Dog Hair and Mud From Floor Mat.
- Internal Filtration.

THOMPSON MOBILE VAC WILL

- Make Good-will Building Quick and Practical.
 - Increase Gallonage, Lubrication.
 - Increase New Customers.
 - Keep Present Customers Sold.
- SEND NOW FOR
FULL INFORMATION



TIME SAVERS

Adapting Blower Motor From 6 To 12 Volts

WHEN replacing the heater blower motor on a 12-volt equipped car, it often happens that the only motor available is designed to operate on six volts. It is possible to make such a motor operate on 12 volts by connecting resistance at some convenient point between switch and motor.

The sketch shows a two-speed motor with a resistor, such as is used for the coil on old-model Ford products, connected in both the high- and low-speed lines.



Such a hookup drops the voltage to around six volts and the current draw is about five amperes.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

Making Cylinder Head And Gasket Test

TO MAKE cylinder head and gasket test:

Drain radiator and cylinder block and remove water outlet elbow and thermostat. Close block drain and refill with cold water to top of elbow outlet. Loosen fan belt so water pump will not operate.

Start engine and let it run one minute. A longer period will void test. If bubbles continue to come

up through water outlet, a slight leak is evident. If water overflows at outlet when running engine one minute or less, a more serious leak has taken place.—*C. Kernaghan, 2324 Harris, Independence, Missouri.*

Pattern for Chevrolet's Carburetor Base Plate

HERE is a pattern I made for a 1955 Chevrolet V-8 carburetor base plate (using $\frac{1}{8}$ " steel plate) to be used with the Rochester two-jet carburetor.

This base plate will help to eliminate the low-speed "bucking" found in some of these cars having a standard transmission. In the past month I have used this

for faster . . . TRUCK AND TRAILER

**FRAME CORRECTION
FRONT-END ALIGNMENT
AXLE, HOUSING CORRECTION**

rely on

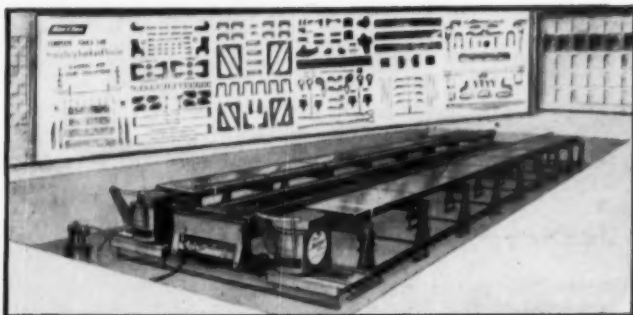
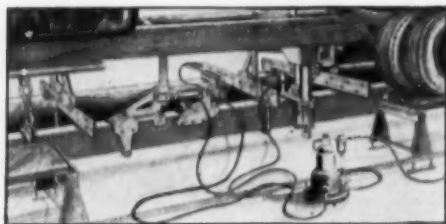
BeeLine

"PUSH-BUTTON"

ALIGNMENT EQUIPMENT

Faster corrections on Bee Line equipment are made easier and more accurately by precision hammer-like blows at the touch of a button.

Combination corrections are made simultaneously, using up to four rams at one time.



BeeLine co.

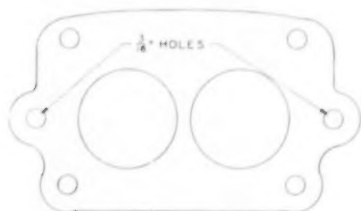
DAVENPORT, IOWA

U.S.A.

GOT A GOOD

\$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga.

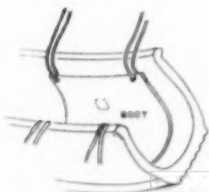


method successfully on two such Chevrolets.

Diagram shows one standard base gasket directly on the manifold. Next is added the steel plate and then a final base gasket. Carburetor is bolted on in the usual manner. In different sections of the country, it may be necessary to add two gaskets below and two above the steel plate. I have received good results from both combinations. — *Walter S. Powell, Magic City Motors Corporation, 400 W. Salem Avenue, Roanoke, Virginia.*

To Make a Boot Stay in Place

TO MAKE sure a boot in a tire won't shift away from the hole in the casing while the tube is being inflated, punch a small hole at each corner of the boot and



thread through two lengths of heavy string in the holes.

Lay the boot in the tire, leaving the doubled strings over the bead. Put the tube in and inflate to a few pounds pressure. Shift the

boot to the proper position by pulling the strings and remove the strings by pulling on a free end of each. — *Eddie's Service, 1601 14th Street, West, (U. S. 41) Bradenton, Florida.*

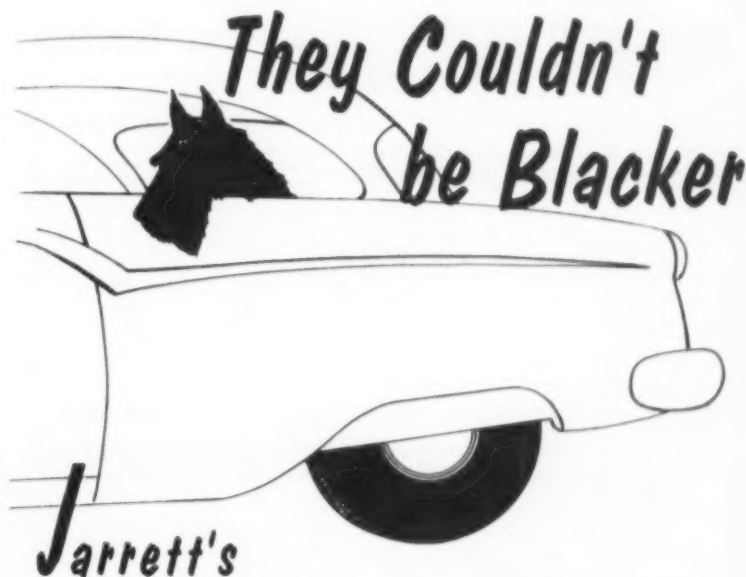
To Place Rubber Boot On Piston Shaft

I HAVE found a quick and easy method of placing rubber boot over the large end of shaft that works the piston in a master cylinder.

Insert the points of needle-nose pliers in the small hole of boot and expand the handles to stretch it large enough to place over shaft. — *C. Kernaghan, 2324 Harris, Independence, Missouri.*

Repairing Chevrolet Rocker Arm Studs

WHEN rocker arm studs are broken off on '55-'56 V-8 Chevrolets, thread stud for a $\frac{3}{8}$ " nut. Then screw $\frac{3}{8}$ " nut $\frac{3}{4}$ " long on the stud. Put through a piece of



Tire-Brite dries to a beautiful glossy jet black that never "browns out." It has a waxy finish that preserves the rubber. Jarrett's Tire-Brite Black Tire and Rubber Dressing is easy to use. Economical, too. Sold in pints (for resale to your customers) and in gallons and drums for wash rack use.

Get Acquainted with

Jarrett's Car Appearance Products

Wite-Wall
Spra-Wite
Tire-Brite
Bug-Solv
D-Ice

Kolor-Nu
Super Car Wash
Super Duper Car Wash
Fast Suds
Fresh An' Clean

Chamois Cleaner
De Greasol
Kwik
Plasto
Golden Concrete Cleaner



Write for information and prices and for the name of your nearest Jarrett jobber.

Satisfaction Given - Not Promised
CECIL H. JARRETT COMPANY, INC.

MANUFACTURERS OF CAR APPEARANCE PRODUCTS • NEWTON, N. C.

1/2" water pipe 2 3/4" long with flat washer and 3/4" nut on top. Screw on stud after threading broken stud and tighten top nut. It will pull out without taking off head.—*Summie Thomas, c/o Ernest Burwell, Inc., Spartanburg, South Carolina.*

Plymouth Issues Table To Set Regulator

PLYMOUTH Division of Chrysler Corp. has issued the table shown here on high and low set-

	50 F.	60 F.	70 F.	80 F.	90 F.	100 F.	110 F.	120 F.
High Voltage _____	15.05	14.94	14.90	14.83	14.76	14.69	14.62	14.55
Low Voltage _____	14.68	14.62	14.58	14.51	14.44	14.37	14.30	14.23

ting limits and temperatures for the proper adjustment of voltage regulators and offered this comment:

To properly warm up the regulator before setting, operate the regulator at a minimum of ten amps for no less than 15 minutes.

To determine the operating temperature place the thermometer 2"

from the regulator. The regulator cover should not be removed when taking the temperature. If the battery is slow to take a charge, the regulator can be set at the high voltage limit to increase the charging potential.

Chevrolet Announces Compression Data

COMPRESSION test data for 1956 was announced last month by Chevrolet Division.

The following table lists the minimum compression pressures at cranking speed acceptable for 1956 passenger-car and truck engines. A variation of 20 lbs. between cylinders indicates that cylinder head reconditioning is needed.

L-6 passenger-car and truck engines, 130 psi.

V-8 passenger-car engine (162 and 170hp), 150 psi.

V-8 power pack passenger-car engine (205hp), 160 psi.

V-8 truck engine (155hp), 140 psi.

Chevrolet Announces Change in Toe-In

CHEVROLET Division of General Motors announced last month:

The toe-in specification for 1956 passenger cars has been changed for both production and service from 1/8"-3/16" to 1/16"-1/8".

Electrical, Fuel System Catalog Is Issued

THE Automotive Electric Association has announced its 1956 electric and fuel system catalog, the most comprehensive ever compiled by the association. Over 300,000 of these catalogs will be distributed to members throughout the country.

The catalog provides a ready reference on all popular fast-moving parts for distributors, generators, starting motors, carburetors, fuel pumps, gauges and lines for all passenger cars and light trucks. All units and parts shown are original equipment. An illustrated section and price list are also included.

Don Funk Dies in Norfolk

Don Funk, vice-president of Universal Underwriters, died last month in Norfolk, Va.

NEW

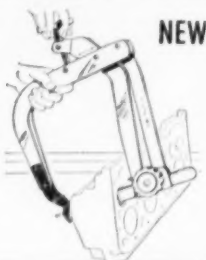
K-D HUSTLERS for Your Toolbox

..... They make hard jobs easy

K-D 382 VALVE SPRING COMPRESSOR

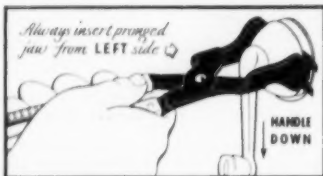
Serves L-head, valve-in-head engines, old or new. Specially developed for working in close quarters. With the adjustable Plunger Bar and Operating Hand Wheel, a wide range of adjustments is possible to service valves of all lengths. Rigid bar steel construction, strongly braced. K D No. 32 Offset and No. 35 Straight Jaws furnished.

NEWS FLASH! K-D 382 best all-around tool for servicing valves on all 1956 Chrysler-built V-8's.



NEW

K-D 435 DOOR HANDLE REMOVER—for all Chrysler-built.



Safely, quickly removes inside door handles using a spring clip like this. . . . Tool specially designed to release this clip from a groove in door handle shaft so handle can be removed. For all Chrysler-built since 1955. All steel with correctly tempered jaws. Get one—save a headache.



K-D 607 VALVE KEEPER INSERTER

NEW



MAGNETIC! A fast, convenient Inserter for use with the one size split keeper used in most later model L-heads (Ford, Chrysler, etc.) Thin, streamlined construction. Keepers aligned quickly, automatically on jaw magnets. Self supporting on valve.



UNIVERSAL POINT ALIGNER

K-D 111. For ALL types of points in ALL types of distributors, working right IN the distributor. Carefully machined.



NEW

K-D TOOLS

K-D MFG. CO.
Lancaster, Pa.

FREE CATALOG. OVER 150 K-D Tools.

"Do it quick—do it easy—today, tomorrow, next year.
Do it with K-D Tools." At Jobbers everywhere.



B. T. Scofield of Houston (top) is chairman of both the executive committee and the show committee. Miss Helen E. Bumpus is secretary of the Southwest Show.

Jobber News (SW Show) (Continued from page 63)

City.

Another related activity will be the display of antique cars. This has proved an interesting feature of previous Southwest shows by offering a comparison between early and modern efforts to produce automotive transportation.

Meanwhile, show spokesmen were disappointed on only one count—the failure of jobber sponsors to sign up in numbers expected. Earlier, the show had counted heavily on 500 sponsors, but there were indications the maximum might not exceed 450.

By late March the show had established an office in Houston so that late details could be administered expeditiously and Helen Bumpus, secretary, was to move records early in April from the permanent Dallas office to Houston.

This year the show operates without a manager in the full meaning of the word, management being provided by Miss Bumpus under supervision of the executive committee.

Your REPUTATION rides with the engines you install



ROGERS
Remanufactured
ENGINES

The Finest Replacement Engine You Can Buy

Assure your customers and yourself only the finest re-built engines. Install Dynamometer-tested . . .

DYNAMOMETER-TESTED is proof an engine is perfect—before it's installed! Top manufacturers of new engines rely on this rigid test. Insist that the rebuilder supplying you with engines Dynamometer-test them for the protection of your reputation.

Write, wire or call the following distributors for Dynamometer-tested engines.

- ALABAMA:**
Alexander City—Cottle's Auto Supply
Andalusia—Taylor Parts & Supply Co.
Anniston—Model City Parts Co.
Athens—Athens Parts Co.
Bessemer—Genuine Parts Co.
Birmingham—Alabama Auto Parts Co.
Gadsden—Southern Motor Supply
Guntersville—Barnett Auto Sply Co.
Hartselle—Auto Parts Co.
Heflin—Burns Parts Co.
Huntsville—Automotive Parts Co.
Loxley—Griffin Motor Supply
Marion—Marion Auto Supply
Mobile—Motor Parts & Supply Co.
Montgomery—Motor Parts Co.
Opelika—East Alabama Auto Parts
Prichard—Motor Parts & Supply Co.
Ranoke—Genuine Motor Parts Co.
Selma—Selma Parts Service Co.
Talladega—Cottle Auto Supply
Thomasville—Clark's Parts Service
Tuscaloosa—W. Ala. Parts & Sply Co.
Wetumpka—Turners Auto Supply
- FLORIDA:**
DeFuniak Springs—Taylor Parts & Supply Co.
Gainesville—White Elec. & Btry Co.
Jacksonville—Motor Parts & Sply Co.
Marianna—Keenan Auto Parts Co.
Ocala—Lovell Brothers
Orlando—Allied Parts Co., Inc.
Panama City—Taylor Parts & Sply Co.
Pensacola—United Auto Supply
Quincy—Keenan Auto Parts Co.
Sanford—Sanford Auto Parts
Sarasota—Anderson Auto Parts
St. Petersburg—Automotive Sply Co.
Tallahassee—Genuine Auto Parts Co.
Tampa—Motor Parts Co., Inc.
- GEORGIA:**
Albany—Brooks Auto Parts
Buck Jones Co.
Keenan Auto Parts Co.
Alma—Butler Supply Co.
Americus—Keenan Auto Parts Co.
Atlanta—American Auto Parts Co.
Max Auto Parts
Perrin Auto Supply
Power Service Co.
Harry Sommers, Inc.
Southern Bearings & Parts Co.
Swanstrom Auto Electric Co.
Waystaff Motor Co., Inc.
- Ashburn—Brooks Auto Parts
Athens—Anderson Auto Parts
Augusta—Bowers Auto Electric Co.
The Motor Supply Co.
Bainbridge—Bruce Jones Co.
Keenan Auto Parts Co.
Bixley—Brooks Auto Parts Co.
Blakely—Keenan Auto Parts Co.
Brunswick—The Motor Supply Co.
Cairo—Keenan Auto Parts Co.
Carrollton—Flanders Parts Co.
Cartersville—Automotive Supply Co.
Auto Parts Co.
Claxton—Brooks Auto Parts
Columbus—Auto Supply Co.
Cordele—Cordele Auto Supply Co.
Butler Supply Co.
Cornelia—Slack's Auto Parts
Cuthbert—Keenan Auto Parts Co.
Dalton—Hart's Automotive Parts Co.
Dawson—Dawson Auto Supply Co.
Decatur—Decatur Auto Parts Co.
Genuine Parts Co.
Douglas—Brooks Auto Parts
Dublin—Dublin Motor Parts Co.
East Point—Genuine Parts Co.
Elberton—Anderson Auto Parts
Fitzgerald—Brooks Auto Parts
Gainesville—Slack's Auto Parts
Glennville—Brooks Auto Parts
Hartwell—Anderson Auto Parts
Hawkinsville—Keenan Auto Parts Co.
Jesup—Brooks Auto Parts Co.
LaFayette—LaFayette Auto Parts
LaGrange—Piston Ring & Supply Co.
Lyons—Brooks Auto Parts
Macon—Butler Supply Co.
Motor Parts Co.
McRae—Brooks Auto Parts
Montezuma—Keenan Auto Parts Co.
Moultrie—Keenan Auto Parts Co.
Nashville—Brooks Auto Parts
Newnan—Cottle's Auto Supply
Perry—Brooks Auto Parts
Reidsville—Nelson Sales Co.
Rome—Southern Bearing & Parts Co.
Rossville—Hart's Auto Parts
Sandersville—J. B. Wall Co.
Savannah—The Motor Supply Co.
Statesboro—Statesboro Auto Parts
Swainsboro—Swainsboro Motor Parts
Sylvania—Brooks Auto Parts
Pinckney's Auto Supply Co.
Thomaston—Keenan Auto Parts
Thomasville—Bruce Jones Co.
Keenan Auto Parts Co.
Tifton—Brooks Auto Parts
Keenan Auto Parts Co.
Toccoa—Slack Auto Parts
Valdosta—R. H. Bassford Auto. Co.
Vidalia—Brooks Auto Parts
Warner Robins—Brooks Auto Parts
Waycross—Thompson Motor Supply Co.
Waynesboro—Skinner Auto Supply Co.
- West Point—Cottle's Auto Supply
- MISSISSIPPI:**
Lucedale—Motor Parts & Supply Co.
- NORTH CAROLINA:**
Asheville—Auto Parts & Gear Co.
Hayes & Hopson, Inc.
Canton—Auto Parts & Gear Co.
Charlotte—Motor Parts & Gear Co.
Franklin—Slack's Auto Parts
Gastonia—Genuine Parts, Inc.
Hendersonville—Auto Parts & Gear Co.
Marion—Marion Auto Parts, Inc.
Monroe—Motor Parts & Gear Co.
North Wilkesboro—N.W. Auto Parts Co.
Spruce Pine—Mitchell Auto Parts
Statesville—The Auto Parts & Elec. Co.
- SOUTH CAROLINA:**
Aiken—Thompson Motor Supply Co.
Anderson—Anderson Auto Parts
Camden—Standard Parts Co.
Charleston—H. Steenken & Co.
Cheraw—Standard Parts Co.
Columbia—The Parts Co.
Standard Parts Co.
Darlington—Standard Parts Co.
Easley—Anderson Auto Parts
Florence—Standard Parts Co.
Fort Mill—Standard Parts Co.
Greenville—Battery & Electric Co.
Scurry & Nixon
Greenwood—Carolina Tool Co.
Hartsville—Standard Parts Co.
Kingtree—Standard Parts Co.
Orangeburg—Parts Supply Co.
Standard Parts Co.
Rock Hill—Bennett Supply Co.
Standard Parts Co.
Spartanburg—Spartan Automotive Co.
Standard Parts Co.
Timmonsville—Standard Parts Co.
Walterboro—H. Steenken & Company
York—York Auto Parts
- TENNESSEE:**
Carthage—Auto Parts & Service Co.
Centerville—Osborne Auto Parts
Chattanooga—Hart's Auto Parts Co.
Clarksville—Clarksville Auto Parts
Cleveland—Hart's Auto Parts Co.
Cookeville—Auto Parts & Service
Etowah—Etowah Welding & Parts
Fayetteville—City Auto Parts
Lincoln Auto Supply
Gallatin—Auto Parts & Service
Greeneville—Broyles Rubber Oil Co.
Harriman—Hart's Auto Parts Co.
Knoxville—Service Auto Parts Co.
Lebanon—Auto Parts & Service Co.
Maryville—Hart's Auto Parts Co.
Pulaski—M. S. Church Auto Parts
Shelbyville—Auto Parts & Service Co.
Springfield—Auto Parts & Service Co.
Winchester—Winchester Auto Sply Co.

JOHN ROGERS CO. 300 Hunnicutt St., N. W., Atlanta, Ga.

John Patrick of the Mountjoy Parts Co. of Houston is president and the first vice-president, J. R. Lawson of Proto Tools, is also of Houston.

Hubert Braden, second vice-president, American Gear and Parts Co., and Walter Frazier, treasurer, Hirsig-Frazier Co., headquarter in Dallas.

Directors are John Bales, John Bales Auto Supply, and Eric Hyden, Fritz Keller Co., both of Fort Worth; Ken Stout, Unit Parts Co., and H. J. Vanhook, Van's

Auto Supply, both of Oklahoma City; W. F. Barbee, Voss-Hutton-Barbee Co., Little Rock; W. Y. Caldwell, Champion Spark Plug, Dallas; R. F. Caslin, Thor Power Tools, Houston; J. N. Greiner, Greiner Auto Parts, New Orleans; Elmer T. Miller, Straus-Frank Co., San Antonio; R. L. Sanders, Automotive Supply, Amarillo, and B. T. Scofield, Johns-Manville Sales Co., Houston.

Scofield is chairman of both the executive committee and the show committee. The latter committee



Ira C. Dimmick of Dimmick Supply Co., Inc., Lake Charles, La., is the new president of the Automotive Wholesalers' Association of Louisiana.

has as additional Houston members Karl Pendleton, B. & D. Auto Supply; Dan Pettit, Thompson Products; A. J. Schoellkopf, Automotive Parts Service; J. M. Vesmirovsky, Stewart and Stevenson Distributing Co., and E. A. Wagner, Moore Brothers Electric Co.

Additional members of the executive committee are Frazier Miller and Patrick, who also serves with the show committee.

Ten Southerners Added To NSPA Roster

TEN southern firms have been added to the membership roster of National Standard Parts Association.

They are: Agnew Auto Parts, Oklahoma City, Okla.; Barmann Auto Supply Co., Maryville, Mo.; Craig Supply Co., Tuscaloosa, Ala.; R. B. Hand Co., Wharton, Texas; Hearne Auto Supply, Hearne, Texas; King Sales Co., Jacksonville, Fla.; Motor Parts & Equipment Co., Danville, Va.; Simpson Auto Parts, Kountze, Texas; Voda's Auto Parts Co., Las Vegas, N. M., and Walter S. White Auto Parts, Birmingham, Ala.

Grizzly Appoints Swain

H. H. "Bill" Swain has been appointed general sales manager of the Grizzly Mfg. Division of Maremont Automotive Products, Inc., Chairman of the Board Howard E. Wolfson announced. Swain, who has had 30 years experience in the automotive replacement parts business, was formerly sales manager for the Automotive Wholesaler Division of Dayton Rubber Co.

5 REASONS WHY YOU SHOULD STOCK AND SELL

Supreme

**BRAKE
CABLE**

ADJUSTERS



GREATER TAKEUP...
from ½" to 1" more!



GUIDE-CHANNEL LOCK...
with positive, non-slip-lock for hook!



EASIER INSTALLATION...
more visibility because of channel cut-out!



HEAVIER CONSTRUCTION...
larger unit with sturdier rivets!



BETTER MERCHANDISED...
on sturdy, colorful, hang-up displays!



Write for Catalog of the Complete Replacement Line

SUPREME AUTOMOTIVE MFG. CORP.
683 Prospect Place, Brooklyn 16, N. Y.



WHAT DO YOU DO WITH OUT-OF-ROUND TIRES ?

Keep customers happy—with **FLIGHT POSITIVE** balancing

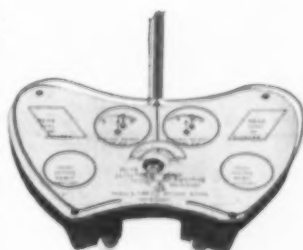
An old principle, a new instrument, the "Flight Positive" wheel and tire setting gauge offers you dynamic and static accurate balance for your customers NOW, QUICK. Designed on the theory of dynamic centers and inclined settings, it affords the most precise wheel and tire balancing known to us today. It takes the myth out

of "out-of-round" tires. All four wheels, including the removing and replacing of wheels, can be balanced in less than twenty minutes, only five minutes to each tire.

You can be sure of happy, satisfied customers with the "Flight Positive"

balancer. No more cutting or grinding away of miles of tire tread, no mechanical gadgets to get out of adjustment, no dangerous, fast-moving parts, etc. "Flight Positive" wheel balancing instrument employs the principle of inclining experiment to find the dynamic center. "Flight Positive" corrects out of balance condition in a car wheel and tire assembly all in one setting. Effective as a wheel balancer, simple in its construction, easy to operate, faster than most other balancers, "Flight Positive" is low in price.

Only \$169.00 F.O.B. your city. Write today.



FLITE



POSITIVE

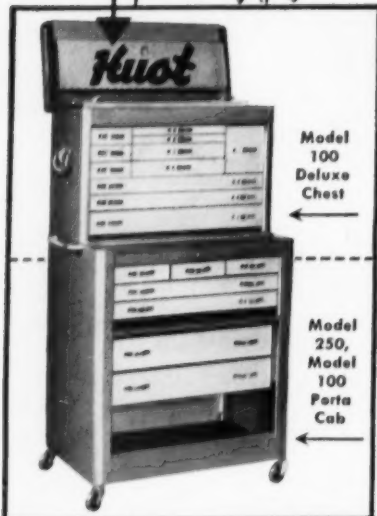
For positive and precision balance, for silent rides at slow speed and smooth non-vibration comfort at highway driving ranges. It offers dynamic motion balance within the total static balance.



DYNAMIC CENTER ENGINEERING CO.

LAWRENCEVILLE, GEORGIA

SIGN of a proud craftsman



Everywhere you look—you'll find quality Huot tool chests on the job. Automotive mechanics all over the country prefer Huot chests for sure protection of fine tools and to keep everyday tools handy.

The Model 100 deluxe chest has 11 free-sliding, non-spilling drawers—with 7 of them cork-lined for storing precision tools. 3 large drawers store bulky, heavy tools. A large drawer $4\frac{3}{4}'' \times 11'' \times 6\frac{1}{4}''$ easily handles any $\frac{1}{4}''$ electric drill. The portable tote tray on the top shelf is ideal for small tools. Baked on finish in two tone blue and gray makes the chest grease and oil resistant. The chest locks completely with one twist of built-in lock.



3 drawers $1\frac{3}{4}'' \times 4\frac{3}{4}'' \times 11''$
2 drawers $\frac{7}{8}'' \times 11'' \times 11''$
2 drawers $1\frac{3}{4}'' \times 11'' \times 11''$
1 drawer $6\frac{1}{4}'' \times 4\frac{3}{4}'' \times 11''$
2 drawers $1\frac{3}{4}'' \times 23'' \times 11''$
1 drawer $2\frac{3}{4}'' \times 23'' \times 11''$

The Model 250 is a complete rolling workbench. It can also be used as a portable base for the Model 100 shown above. Ruggedly built of heavy formed and welded steel, it has a single built in lock to secure the Hyde-Way front panel.

Drawers are free sliding . . . lower drawers are equipped with oversized rails to handle extra weight . . . 3 drawers have movable dividers . . . 3 top drawers are cork lined. Cabinet available with "Flying Saucer" or 4 inch casters for mobility over rough floors. Drawer dimensions:



3 drawers $1\frac{3}{4}'' \times 6\frac{1}{4}'' \times 16''$
2 drawers $1\frac{3}{4}'' \times 21\frac{1}{2}'' \times 16''$
2 drawers $3\frac{3}{4}'' \times 21\frac{1}{2}'' \times 16''$

Warehouse Stocks Carried in Dallas.

HUOT MANUFACTURING COMPANY
587 N. Wheeler Street, St. Paul 4, Minnesota

Many Wholesalers Already Indicate Plans to Go to Asheville Meeting

MANY jobbers have already signed up for the May 24-25 Southeast Automotive Show Conference at Asheville, N. C., President M. D. "Buck" Taylor of the show announced. He estimated 200 firms would be represented.

The Andalusia, Ala., jobber also announced that almost all of the 127 available booths had been reserved by manufacturers. Southeastern factory men will be on hand to discuss with wholesalers their problems and to present the advantages of their lines and sales programs for the year. There will be no display of merchandise.

The booth conference is following the custom of an exhibit show every other year with a conference meeting the intervening years. The two-fold purpose is to allow those cities that do not have the facilities for a show to be hosts so that the center of activity can be rotated between trading centers and to reduce show expense to manufacturers for this particular region, show officials explained.

The Thursday morning and Friday afternoon sessions will consist of addresses by prominent automotive men on timely subjects. These include George D. Snook, president of The Motor Supply Co., Savannah, Ga.; H. B. Truslow, president of Richmond Auto Parts, Inc., Richmond, Va.; B. W. Ruark,

general manager of Motor and Equipment Wholesalers Association; Dr. J. L. Brakefield, director of public relations of Liberty National Life Insurance Co., Birmingham, Ala., and others.

Thursday afternoon and Friday morning will consist of booth conferences.

At the conference will be presented plans for the exhibit show to be held at Dinner Key Auditorium at Miami, Fla., April 25-27.

Mountjoy Promotes Advertised Lines

FOURTEEN highly advertised lines are being pushed by Mountjoy Co., San Antonio, Texas, this year as its goal for higher volume and profits.

Reported President C. H. Mountjoy:

"In our annual sales meeting we stressed 15 brackets or lines which were the 'meat' of our discussion of lines to push, and push hard, during 1956. The idea was, by pushing 15 highly advertised lines we could make some real progress for '56. Our thinking was that if we could do a real job on these 15 lines, the rest of them would 'fall in line,' so to speak.

"Then we took these 15 lines or items and set up quotas for each salesman, for the inside store and for the shop, and offered real incentives to those who made the highest percentage of their respective quotas (yearly, monthly and daily).

"We listed our shop first because it is the 'keystone' of our business. We have one of the finest shops in the Southwest, with a large investment, and everything we can do to increase our shop volume will pull in additional volume on the other 14 items on the quota sheet.

"We used 14 'key advertised lines' from SOUTHERN AUTOMOTIVE JOURNAL in planning our sales meeting and in planning our quotas for the year."

Alabama Firm Appointed

Herman J. Downey & Co., Birmingham, Ala., has been appointed to represent National Electronic Mfg. Co. in Alabama, Mississippi, Tennessee and Kentucky.

Lee D. Miller, credit manager of The Schoellkopf Co., Dallas, Texas, has been elected president of the Dallas Wholesale Credit Managers Association. He has been credit manager of Schoellkopf since 1941 and has served on the board of directors of the Dallas association for the past three years.





Did Your Sales—and Profits Double in '55

Take a fresh look at your sales figures for last year. Can you proudly point to a 100 percent increase in units sold? Would you believe this could be done in many cases with only trivial increases in overhead expense?

That was the gratifying experience of many Dodge dealers in 1955 when both sales and profits doubled. And by all indications they're biting into an even broader segment of the market as the all-new '56 Dodge adds to their momentum.

This lively demand calls for greater retail representation. There are flourishing communities everywhere that should *and will* have Dodge outlets quickly. Depending upon each area's potential, *one of four attractive franchises* is available. These new dealerships will be operated by alert, aggressive owners with seasoned background in the automobile business.

Dodge can use men of this type . . . men of vision who have the same "Forward Look" as the outstanding products they'll have to offer. They may well be actual dealers who feel "stymied" in their present situations. They might be general managers, or even energetic and ambitious sales managers with successful records, whose outlooks seem limited.

Do you fit these pictures? Are you keen to get into *and stay* in the "big time?" If so, we want to hear from you. Tell us about yourself. We'll treat your letter confidentially. If you qualify, in our judgment, we're prepared to advance a liberal share of working capital to help you get started. The Dodge executive who will be especially interested in your letter is Byron J. Nichols, Vice-President in Charge of Sales. Write him today at the address below.



Value Leader of the Forward Look

Dodge Division of Chrysler Corporation

7900 JOS. CAMPAU

DETROIT 31, MICHIGAN



This meeting of wholesalers and some of their key personnel was held last month at Atlanta under the sponsorship of Wm. & Harvey Rowland of Georgia, Inc., represented by Harry S. Boling at the meeting. A sales clinic was conducted by Walter Nash, sales manager of the Replacement Shock Absorber Division of Monroe Auto Equipment Co. Others participating included Aaron & Bell Co., manufacturers' representatives.

Nothing Repairs TUBELESS TIRE PUNCTURES Like "SIZZLE PATCHES"



IT'S EASY AND PROFITABLE
TO VULCANIZE TUBELESS
TIRE PUNCTURES WITH
"SIZZLE PATCHES"!



FILLER TABS
plug the hole.



No Gimmicks
No Trick Methods
No Guess Work

Vulcanize for SURE with Monkey Grip "Sizzle Patches." It's the permanent, safe, easy way.

You're really in business for Tubeless Tire repairs with "Sizzle Patches" and a minimum of service equipment. Don't be confused by untried methods. Monkey Grip's easy to follow instructions for "Sizzle Patch" repairs. Assure your success and your customers' safety; Order your supply today.



The FILLER TAB rubber flows into the hole and the puncture is permanently vulcanized.

FREE!

Easy to Follow
"HOW TO DO"
Instructions

Write for free copy of
Tubeless Tire Repair
Bulletin . . . Fully illustrated.



MONKEY GRIP SALES CO.

P. O. BOX 6170 • DALLAS, TEXAS



Monkey Grip Tubeless Tire Vulcanizing Clamps are fast and easy to use, with patented magnetic foot.

Thompson Products Elects Two Board Members

THOMPSON Products, Inc., has elected Gen. Ben W. Chidlaw and Dr. Ralph P. Johnson members of the board of directors, expanding the number from ten to 12.

Chidlaw became a vice-president last June after retiring as commander-in-chief of the Continental Air Defense Command. Johnson is a native of North Carolina. He attended the University of Richmond and received a B.A. degree in physics in 1929. He received his M.A. degree in 1930 from the University of Virginia. Since 1954 he has been vice-president, research and development, of The Ramo-Wooldridge Corp.

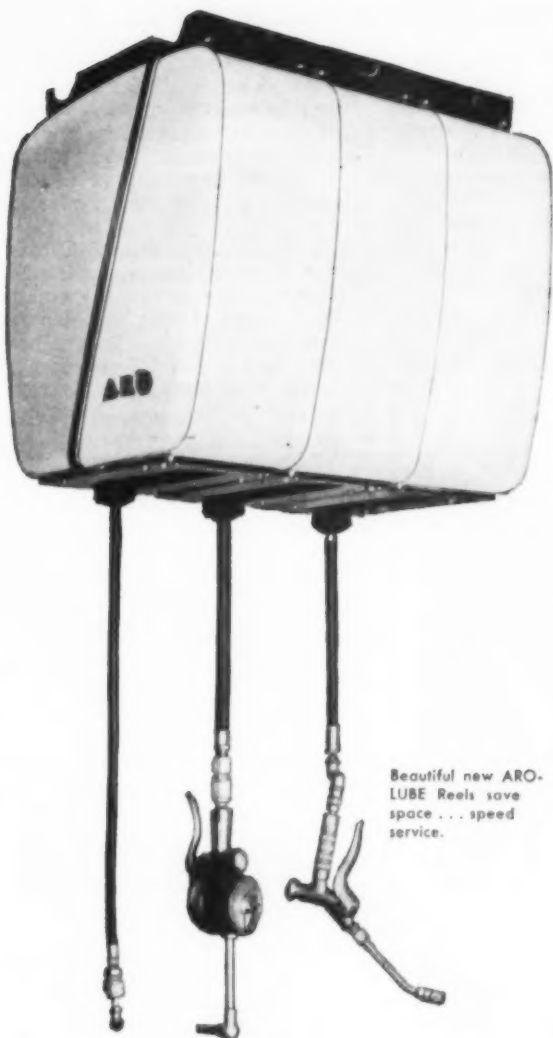
Weatherhead Has Jurgens As Sales Representative

APPOINTMENT of Emmett G. Jurgens of Mission, Kan., as sales representative in the automotive distributor division of the Fort Wayne Division of The Weatherhead Co. has been announced by Sales Manager Edmund T. Duffy.

Besides maintaining both new and established accounts, Jurgens will sell and service distributors and manufacturers in an area including Kansas, Missouri, Arkansas, western Tennessee and northern Mississippi.

NEW AROLUBE LINE

With **NEW
AL-207 PUMP**



Beautiful new ARO-LUBE Reels save space . . . speed service.

The new AL-207 Pump . . . perfected after three years of research and development! Not one failure in 12,260 grease jobs during tests ranging from Arizona to northern Canada. Uses *less* air and *fewer* strokes to pump more lubricant! As for performance, the new AROLUBE line of cabinet models and new lube reels is a world-beater! ARO-engineered and built for extra years of usage, big savings in time and operating costs. See your Automotive Wholesaler now for all the facts!



**WARRANTED FOR 3 YEARS
OR 10,000 LUBE JOBS!**

ARO warrants the AL-207 Air Motor to be free from defects in workmanship and materials for 10,000 lube jobs or 3 years, whichever occurs first, from date of purchase!

AROLUBE Cabinet Models build lube profits with sparkling performance!



**THE ARO EQUIPMENT CORPORATION
BRYAN AND CLEVELAND, OHIO**

Aro of California, Los Angeles 7, California

© Aro Equipment of Canada, Ltd., Toronto 15, Ontario

Offices in All Principal Cities

ARO

LUBE EQUIPMENT

Also . . . AIR TOOLS . . . AIRCRAFT PRODUCTS
. . . GREASE FITTINGS

SOLVE THIS PROBLEM



**DAVIS BALL BOOT
ENDS DIRT INTRUSION**

**... STOPS LUBRICANT LOSS ...
PREVENTS DAMAGED
TRANSMISSIONS!**

MODEL DBB501

(Patent No. 2,702,996)

For Chevrolet Passenger Cars and Pick-Ups, GMC Pick-Ups, 1954 and Earlier



Completely encloses drive line and ball housing, with oil-proof, dust-proof seals at both ends. Prevents lubricant loss even if factory grease seals fail. Improved built-in collar lock positively holds rear collar in position. Easily installed . . . no bolt, no holes to drill . . . no nuts to tighten. Made of oil-resistant neoprene . . . guaranteed for 50,000 miles.

MODEL DBB601 - DBB701

For Ford Passenger Cars and Pick-Ups, 1949 Through 1955—Chevrolet Passenger Cars and Pick-Ups, 1955

Protects rear seal and bushing . . . contains a floating micarta wiping ring that cleans the drive shaft extension and prevents road dirt from entering the factory grease seal. Prevents loss of lubricant by eliminating the cause. Made of oil-resistant neoprene, easy to install, lasts for miles and miles of driving.



Write Today for Full Full Information on
DAVIS BALL BOOTS

DAVIS
BALL BOOT CO., INC.

2301 YALE STREET HOUSTON, TEXAS

"THE ONLY NAME IN TRANSMISSION
AND DRIVE LINE PROTECTION"

Bob Phelps to Talk to Alabamians; Meeting Office Costs to Be Aired

BOB Phelps, for many years prominent in national automotive aftermarket association activities and an executive of Phelps-Roberts Corp., Washington, D. C., will discuss some problems of jobber management at the spring convention of the Automotive Wholesalers' Association of Alabama at Hotel Whitley, Montgomery, Monday, April 30.

The announcement of the one-day meeting came from Nathan M. Roberts, executive secretary.



Bob Phelps

Phelps is a past president of the Automotive Engine Rebuilders Association and has been active in National Standard Parts Association. For years he has been a leader in working with jobber, car dealer and independent garage movements in the Greater Washington area.

"Everyone today is concerned with the high costs in the jobber's office," Roberts said. "Therefore,

we are also planning a display and some discussion of a system of bookkeeping which we feel will be of interest to everyone. The costs for bookkeeping, sales analysis, tax recordkeeping, etc., have climbed steadily over the last few years."

John B. Cunningham of Birmingham Electric Battery Co., Birmingham, is president of the association, D. B. Jones of East Alabama Auto Parts Co., Opelika, is vice-president and Lee W. Meriwether, Jr., of Genuine Auto Parts Co., Montgomery, is treasurer.

Thor Power Plans Move to Chicago

CONTINUED expansion of Thor Power Tool Co., Aurora, Ill., requires larger executive headquarters conveniently located in a major business center, Neil C. Hurley, Jr., president, said in announcing that plans have been made to move executive administration offices to the new Prudential Building, Chicago.

All executive officers in the company's management and sales groups, and division managers in sales and sales promotion, will be involved in the transfer which is slated for October or November of this year.

Alexander-Seewald Hires Arthur Hilts of Texas

ARTHUR Hilts, formerly of San Antonio, Texas, and Straus-Frank Corp., recently joined Alexander-Seewald Co., Atlanta, Ga., as general manager.

President Jack Alexander has turned over direct leadership of the firm to Hilts.

Other officials in the company are L. C. Matthews, sales manager; Everett Galloway, purchasing agent, and Jack Alexander, Jr., store manager.

Tempo Appoints Mowery

Jack Mowery has been appointed southeastern regional sales manager of Tempo Products Co., Cleveland, Ohio, with headquarters in Jacksonville, Fla., Vice-President and Sales Manager Robert R. Elliott has announced.

"Hot Shot" Moves Cakes Too!

J. Matthew Nelson, president of Holston Auto Supply Co., Kingsport, Tenn., can move cakes as well as automotive merchandise.

Recently the Civitan Club presented him a 21-jewel watch for his success in raising money by fruit cake sales. The money is used to send boys to a summer camp.

33 Southerners Admitted As MEWA Members

THIRTY-THREE southern firms have been accepted for membership by Motor and Equipment Wholesalers Association. They are:

Allen Parts & Service Co., Inc., East Point, Ga.; Auto Parts & Service, Greenwood, S. C.; Auto Parts & Supply Co., Griffin, Ga.; Automotive Electric Associates, Inc., Charlotte, N. C.; Automotive Supply Co., Cartersville, Ga.; Baker Auto Parts Co., Atlanta, Ga.; Ballard Parts Service Co., Inc., Orangeburg, S. C.

Central Auto Parts, Orlando, Fla.; Lewis Clark Co., Thomasville, Ga.; Dothan Auto Parts Co., Dothan, Ala.; Ellis Auto Parts, Jacksonville, Fla.; The Evans Co., Stephenville, Texas; Genuine Parts, Inc., Gastonia, N. C.; Genuine Parts Service, Vicksburg,

Miss.; Jungle Auto Service, Leesburg, Fla.; Leader Automotive Supply Co., Inc., St. Louis, Mo.

Marianna Auto Parts & Supply Co., Marianna, Fla.; McCall Auto Parts, Lake City, Fla.; The McClure Co., Cleburne, Texas; Micro Products, Inc., Dallas, Texas; Miller Machine Co., Orlando, Fla.; Motor Supply Co., Corpus Christi, Texas; Motor Units, Inc., Sarasota, Fla.; N. W. Auto Parts Co., N. Wilkesboro, N. C.; Northwest Auto Supply Co., Inc., Miami, Fla.; Thomas S. Perry Co., Inc., Atlanta.

Raymond's Auto Supply House, Hartsville, S. C.; Selma Parts Service Co., Selma, Ala.; Standard Parts Co., Atlanta, Ga.; Tallahassee Auto Parts Co., Tallahassee, Fla.; Waycross Auto Supply Co., Waycross, Ga.; White Auto Supply, Bethany, Mo.; Barney Williams Co., Inc., Ashland, Ky.

Ferguson Auto Supply Co., Inc., Lubbock, Texas, has hired **Bill Lamar** and **Hilton Jones** as salesmen, President **Fred D. Pinkston** reported.

Park Q. Wray, Jr. (top), has been named vice-president, sales, of National Motor Bearing Co., Inc.. President **Lloyd A. Johnson** announced. Wray will take over tasks handled by his father, **Park Q. Wray, Sr.**, until his retirement in 1951. **Charles Tremittiere** (bottom) has been appointed eastern division replacement sales manager. His territory includes all areas east of the Mississippi, with headquarters at the Van Wert, Ohio, plant.



For smoother, better-looking work ...use Ditzler's **DX-1400** Enamel Equalizer



GIVES YOU—

1. Improved flow-out
2. Better control on matching metallics
3. Economy and flexibility in air-dry or baking applications
4. Increased build of enamel film
5. Excellent depth and gloss
6. Harder finish

FOR AIR DRY—

- Resists wrinkling when enamel is loaded. Added protection during hot humid weather or premature exposure to hot sun. Helps eliminate sags and runs.

FOR BAKING—

- Concentrated baking converter. Economical (only 1 oz. per quart). No special baking type reducers needed.

FOR HOT SPRAY—

- Provides added safety factor. Equalizes stresses set up when hot enamel hits cold surface. Allows heavy film to flow out for top appearance value.

FOR ANY APPLICATION—

- DX-1400 Ditzler Enamel Equalizer will make enamel jobs easier—give your customer more satisfaction when the job is completed.

DITZLER COLOR DIVISION, Pittsburgh Plate Glass Company, 8000 West Chicago Avenue, Detroit 4, Michigan



DITZLER

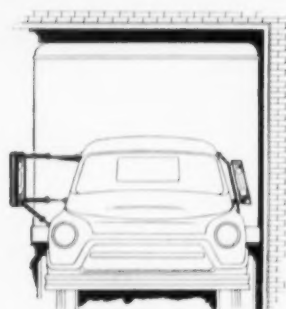
PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



Two plaques were presented as highlights of this meeting of distributors held by The Gabriel Co. at the Thomas S. Perry Co. warehouse at Atlanta, Ga., last month. Recipients in top photo were (l. to r.) W. H. Sullivan and J. Tinsley Smith of S & S Sales Co., Nashville, Tenn. L. W. Klein, executive vice-president in charge of sales for Gabriel (right), presented this 30-year award. In photo above Klein congratulates J. R. "Jimmy" Hoehler on the 30-year plaque for E. M. Hoehler Co., Louisville, Ky. Factory officials conducting the sales meeting included Klein, Glenn Stayer, sales manager of the aftermarket division, and Gloria F. Compo, advertising and sales promotion manager.



Here's a mirror that lets you meet all state regulations. This new retractable, West Coast-type mirror assembly can be folded against the side of the cab for zero clearance when the trailer is not attached, or where there's not enough clearance for a standard heavy-duty mirror. Like all quality Miro-Flex mirrors, it provides the finest visibility possible, and gives vibration-free performance when extended. It can be retracted in just a few seconds by merely loosening two thumb screws on the brace arms, and the installation allows full use of the ventilator windows. It is available for all trucks with either the top-quality 9000M or the economy 9000F mirror head.



The Miro-Flex Company manufactures a complete line of automotive safety equipment including lamps, reflectors, turn signals, and the original Miro-Flare!

THE **MIRO-FLEX** CO., INC.
1824 EAST SECOND WICHITA 7, KANSAS

Please send me literature on the Miro-Flex retractable mirror _____ the Miro-Flex automotive catalog _____
I am a user _____ dealer _____ jobber _____

NAME _____

ADDRESS _____

CITY _____

STATE _____

Tennessean Hires Two For Sales Force

HOLSTON Auto Supply Co., Kingsport, Tenn., has recently added Blake Sproles and Warren Faulk to its outside selling staff, increasing the number to seven salesmen.

Sproles was formerly connected with Norton Motor Sales, Norton, Va. Faulk, who has had many years of diversified selling, will handle specialty sales for the company.

Moulton to Head Up Van Norman Sales

APPOINTMENT of Philip D. Moulton to general sales manager of Van Norman Automotive Equipment Co., Springfield, Mass., has been announced by President Selby F. Greer.

Moulton started work at the old Van Norman Machine Tool Co. in 1929 as an automotive service equipment salesman.

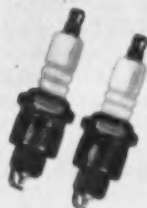
When it's tune-up time...



insist on parts, accessories and supplies
factory-approved by Chrysler Corporation.



GUARANTEED LONGER LIFE!
Unlike ordinary batteries, MoPar dry
charged batteries can't lose energy while
in storage. That's because your serviceman
adds the charging solution after you buy—
for full, fresh, longer lasting power!



THREE WAYS BETTER! Master Power-Lite spark plugs give you better gas mileage—less chance of plug misfiring—smoother operation in all types of driving—because their longer tips extend deeper into combustion chambers.



LENGTHENS ENGINE LIFE! Most oil filter prolongs your engine's life by keeping its oil supply clean. Dirt, grit and abrasives are filtered out before they can damage precision engine parts.



SAFER BRAKING! McDer Heavy-Duty Brake Fluid gives extra protection under all driving conditions—prevents corrosion and gumming—won't boil or freeze, whatever the weather.



PLAY SAFE Have your muffler checked periodically. Mufflers can be dangerous without being noisy. Even fire traps and trouble. If your muffler has been damaged, replace it with a double muffler, safety engineered Muffler muffler.

Tune up your car
with MoPer... at
your Plymouth, Dodge,
De Soto or Chrysler
dealer... or better
repair shops everywhere!

MOPAR
PARTS • ACCESSORIES • SUPPLIES
PARTS DIVISION • CHRYSLER CORPORATION

This full-page color ad in the April 14th issue of THE SATURDAY EVENING POST features MoPar products most needed by car owners this spring.

**More MOPAR national advertising
that's building business for you!**

You can cash in on MoPar national advertising by stocking and displaying MoPar products! They are available from your nearby Plymouth, Dodge, De Soto, Chrysler dealer or MoPar Parts Wholesaler.

Oklahoma May Get Safety Statute Patterned After Pennsylvania Law

By Baron Creager
Southwestern Editor

OKLAHOMA will have a compulsory vehicle safety inspection law if one objective of the Automotive Wholesalers of Oklahoma is realized, according to discussions at the first annual convention in Oklahoma City March 11 and 12.

These discussions indicated that the Oklahoma law will be patterned after the Pennsylvania program, with Oklahoma profiting by the mistakes of other states which launched such inspections without sufficient preparation. But even with an estimated 30% of motor vehicles defective, Oklahoma will not attempt to correct the situation with one all-encompassing act of the legislature.

This association — infantile if judged by age, but mature and gigantic if measured by accomplishment — celebrated an auspicious first year of life with an

auspicious convention attended by 95 wholesalers, 51 of whom were accompanied by wives.

This produced an attendance record of almost 60% from a membership of 165, yet the convention attracted an additional 35 members of Booster clubs and 29 wives, with the result that more than 200 comfortably filled the Mirror Room of the Biltmore Hotel for the first business session.

Joe S. Owens of the Owens Supply Co., Enid, who served as president for the first year and eventually accepted a second term, told the convention that in addition to accumulating 165 members in a year, "AWO is already one of the best associations in the nation and much of the credit should go to our Booster friends who helped us get started. Within our ranks, the

His Firm Solved "Late Calls"

During an open forum on current problems of Oklahoma jobbers, the discussion turned to what to do about customers who telephone a jobber at home, after the store is closed, and ask for the jobber or one of his men to open the store and fill an order. After several wholesalers had related that they hesitate to refuse such requests for fear of losing a customer, Raymond Smith, McClellan Motor Supply, Enid, told the convention:

"We charge \$3 for such a service before midnight and \$5 after midnight.

"By doing this we got rid of all such trouble and didn't lose a customer, either."

credit goes to our fine directors."

Tom Payne, Jr., executive secretary with offices in Okmulgee, followed Owens with the declaration that AWO "is completely out of the woods in its first year with the help of Boosters and some wheel-horses in this organization."

He praised the cooperation of SOUTHERN AUTOMOTIVE JOURNAL and specifically singled out a February article as bringing AWO "national recognition as a result of which I already have a file of letters and, believe me, they are fine."

Overwhelming sentiment for Owens to serve a second term prevailed and the Enid wholesaler bowed to what appeared to be the inevitable from the start. The new vice-president is Vernon Kleier of Ponca Automotive, Inc., Ponca City, who served the first year as secretary-treasurer. Kleier was succeeded as secretary-treasurer by Al O'Connor of Agnew Auto Parts, Oklahoma City.

With the state arbitrarily divided into nine districts to suit purposes of the association and each district represented by an officer or director, the association expected to name four new directors. However, one was reelected and the four thus chosen are:

Gene W. Mahanay, Mahanay Bros. Auto Parts, Clinton; O'Connor was reelected before being elevated to secretary-treasurer; D. Wayne Sledge, Auto Parts and Equipment Co., Duncan, and C. A.

New HANSON AMP.-VOLT-OHM GENERATOR REGULATOR TESTER

- Gives quick, accurate testing of the electrical circuit and tests all electrical instruments found on the modern automobile.
- Tests: Generator; Voltage Regulator; Current Regulator; Ignition Coil; Starter; Battery; Starter Switch; Starter Solenoid; Battery Cables; Horns; Relays; Switches, etc.
- Tests Generator and Regulator on or off the car . . . tests both 6 and 8 volt systems.



The Hanson Amp.-Volt-Ohm Generator Regulator Tester includes in a single unit those testers necessary for proper maintenance of the electrical system.

Attractive, easy to read 2 color dial. Comes complete with simple, easy-to-follow instructions.

**Mechanics' Price
\$39.95**

HARVEY E. HANSON CO., Paw Paw, Michigan
Send by return mail free illustrated literature covering Basic Automotive Test Equipment.

NAME _____

ADDRESS _____

CITY _____ STATE _____



HARVEY E. HANSON CO.

171 W. COMMERCIAL ST., PAW PAW, MICHIGAN



Top: Officers of the Automotive Wholesalers of Oklahoma are (l. to r.): Tom Payne, Jr., executive secretary; Joe S. Owens, president; Vernon Kleier, vice-president, and Al O'Connor, secretary-treasurer. Above: Directors include (l. to r.): Ben Leva, "Cy" Waste, Bobby Thompson and Gene Mahanay. Not shown are Directors James Duncan, Wayne Sledge, Woodrow Painter and Guy Young.

"Cy" Waste, Standard Motor Supply Co., Tulsa.

Holdover directors are James Duncan, Hank's Auto Supply,

Cherokee; Ben Leva, Ben Leva Auto Supply, Lawton; Bobby Thompson, Ada Auto Supply, Ada; Woodrow Painter, Standard Auto

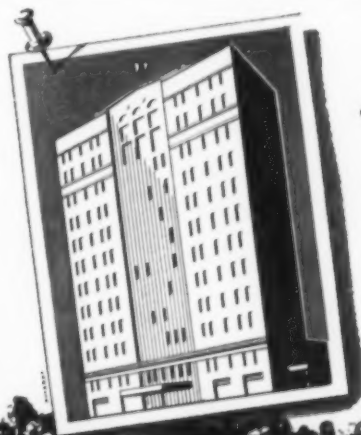
Parts Co., Miami; Guy Young, Central Auto Supply, McAlester.

Retiring from the board but credited with prominent parts in developing the new association are James McGinn, McGinn Auto Supply, Elk City; Paul Dickinson, Auto Electric Sales and Service, Ardmore, and S. M. Revis, Standard Parts Co., Tulsa.

Principal scheduled speakers from without the industry were an Oklahoma congressman, Tom Steed of Shawnee, and Dr. L. K. Covelle, director of Oklahoma A. & M. College, School of Technical Training, at Okmulgee.

Steed, member of the house committee on small business, said government protection for small businessmen is essential since there are 3,000,000 of these "and the average small businessman is completely helpless if he tries to buck the tide by himself."

He added that as a member of a congressional committee that made a study of gasoline distribution, he concluded that many so-called "independents" are "not independent at all, but slaves of the big corporations." He declared HR8395 will be a legal answer to



Your Host in Mobile *Hotel Admiral Semmes*



AFFILIATED NATIONAL HOTELS

ALABAMA	TEXAS
HOTEL ADMIRAL SEMMES Mobile	HOTEL STEPHEN F. AUSTIN Austin
HOTEL THOMAS JEFFERSON Birmingham	HOTEL BROWNWOOD Brownwood
DISTRICT OF COLUMBIA	HOTEL BAKER Dallas
HOTEL WASHINGTON Washington	HOTEL TRAVIS Dallas
INDIANA	HOTEL CORTES El Paso
HOTEL CLAYPOOL Indianapolis	HOTEL BUCCARELLI Galveston
LOUISIANA	HOTEL GALVEZ Galveston
ALMS HOTEL New Orleans	HOTEL JEAN LARITE Galveston
HOTEL DESRO New Orleans	CORONADO COURTES Laredo
NEBRASKA	HOTEL LURBOCK Lubbock
HOTEL PAXTON Omaha	HOTEL FALLS Marlin
NEW MEXICO	HOTEL CACTUS San Angelo
HOTEL CLOVIS Clovis	HOTEL MEMPHIS San Antonio
SOUTH CAROLINA	ANGELES COURTES San Antonio
HOTEL WADE HAMPTON Columbia	VIRGINIA
	HOTEL MOUNTAIN LAKE Mountain Lake
	HOTEL MONTICELLO Harford

TELEPHONE

NEW YORK—Murray Hill 6696 CLEVELAND—Prospect 1-7257 GALVESTON—9-9336
WASHINGTON—Executive 26481 CHICAGO—Madison 49100 MEXICO CITY—34-78-70
AIR CONDITIONED • TELEVISION • RADIOS



"Completely Air Conditioned"

RADIO and TELEVISION in Guest rooms

AFFILIATED NATIONAL HOTELS



An increase in business followed the new building of Stout-Condra, Inc., Springdale, Ark. The front affords ample drive-in and parking space, President Paul T. Condra said.

ANYWHERE IN THE U. S. A.



... when you buy

SCHOFIELD PANELS

What More Can The Bodyman Ask For?

"They fit" — made to exact size and contour. Ready to install.

"A better job quicker" — save time, save labor.

Consistent high quality assured because every one of the more than 350 Schofield products is manufactured in our own plant.

Schofield's Position of Nationally Recognized Leadership in the field is the result of years of close cooperation with the bodyman... of anticipating his requirements and meeting them with high quality, precision-made Auto Body Replacement Panels made for Most of the "Rusting Out" and Badly Damaged Body Sections.

**WRITE FOR THE NEW 1956
STREAMLINED SCHOFIELD CATALOG
TODAY!**

Schofield Panels are precision die formed.

Schofield, first in body repair panels — there's always something new with Schofield.

More than 22 brand new auto body replacement panels added, the most complete line



Look for the Name "SCHOFIELD PANEL" on Every Panel.

BUY YOUR SCHOFIELD PANELS FROM:

JOBBER: CERTAIN TERRITORIES STILL OPEN. WRITE FOR FULL PARTICULARS.

such abuses if enacted into law and, later, the association endorsed the proposed law by resolution.

"It is shocking to sit as a member of congress and hear so many admit they literally live in fear of their economic lives," he said.

Covelle not only left the door open for expansion of the AWO training program (Feb. issue, SOUTHERN AUTOMOTIVE JOURNAL), but practically invited the association to expand its program whenever ready by saying, "Let us know what you want in the way of education." Previously he had said:

"This industry is advancing with such rapidity and such speed that we cannot wait for new men, but we must train the men already in the industry. If we are going to meet the needs of the industry, one thing is highly important and that is a program of adult education. For you men in small business, a trained man is the cheapest and best asset you have."

Covelle expressed great pride in the \$7,500,000 institution at Okmulgee and in the training program launched by AWO, which he reviewed from its inception for the convention.

In the afternoon executive session, President Owens exhibited a blackboard upon which he had listed 15 projects named at the time of association organization as worthy objectives. He pointed out that eight of the 15 had been reached or that substantial progress had been made.

"Success of our association in a one-year period can be attributed to three principal factors," he continued:

"1.—The manner in which restricting of the state is laid out for election of directors, so that we have all areas equally represented.

"2.—Good attendance at meetings and the fact that no one man has ever made any of our decisions.

"3.—Our very able executive secretary."

President Owens announced that because the association could not exist on the standard dues of \$35 a year, the schedule had been revised upward by the directors.

What type of JACK do you want?



Mechanical? **Hydraulic?**
One-end Lift? **Curb Jack?** **Hand Jack?**

Name it . . .

BLACKHAWK

has it . . . In

today's most complete line!

That's the big story only *Blackhawk* can tell! Whatever kind of jack you want — whatever job you want it for, from transmission servicing to one-end lifting — whatever price range you can afford . . . there's a *Blackhawk*! A rough and ready *Blackhawk* that stays on the job — gives long, trouble-free performance — and speeds up service work to increase your output, cut costs and build your profits. Remember . . . today *Blackhawk* answers your every lifting need!

For your station, shop or resale

Blackhawk's new mechanical Tripod Twins — 3000-pound capacity J-2, and 2000-pounder J-1 — for fast, safe bumper lifting. Effortless swivel-top winding. Deep-cut square threads for sure lift and hold. Built of alloy steel and angle iron. *Blackhawk* also builds best value in hydraulic bumper jacks — the J-19 "Brave."



MODEL J-19
Dealer Price \$14.20
Resale \$18.95

MODEL J-1
Dealer Price \$5.55
Resale \$7.95



1½-TON MODEL S-23
Dealer Price \$71.10



1½-TON MODEL SJ-25
Dealer Price \$89.75



MODEL T-3
Dealer Price \$222.50



1½-TON MODEL TC-7
Dealer Price \$7.80
Resale \$10.40



5-TON MODELS
Price \$18.00
Dealer Price per pair

SERVICE JACKS—*Blackhawk* hydraulic curb and service jacks (1½, 2, 4 and 10-ton) — highly efficient for getting under and lifting fast, safe and sure!

HORSES—"Red Stallion" horses in 2, 5 and 7 ton capacities are safe-loading . . . heavily reinforced joints and wide area saddles.

ONE-END LIFTS — Famous hydraulic *Service Chief* is fast, safe, rugged! Features easy tricycle positioning — safe one-hand release — permanently attached handle . . . and other features that make it the best one-end lift buy ever built! Fits all late model cars, including 1956 Buicks.

TRANSMISSION JACKS — New *Blackhawk* hydraulic T-Lifts are most modern jacks built for transmission service. Just one man positions jack easily, precisely — safely transfers transmission directly to bench. All are especially designed to handle automatic transmissions.

HAND JACKS — *Blackhawk* hydraulic hand jacks — like the 1½-ton *Warrior* shown — are built for today's bigger loads, greater lifting spans, broader applications. And there's a right *Blackhawk* for every job . . . hand jacks 1½- to 20-ton capacities — heavy duty thru 100 tons.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

BLACKHAWK

WORLD'S LARGEST MANUFACTURER OF
HYDRAULIC TOOLS

BLACKHAWK MFG. CO., Dept. J-444, Milwaukee 46, Wis.



Coming!

An entirely new concept in mechanical one-end lifting. Wait till you see this startling jack. Will sell for under \$30.

**GUARANTEED
FOR LIFE
AGAINST
BREAKAGE!**

Quality Passenger Rim Wrenches by **KEN-TOOL**

Preferred by tire repair men everywhere for their proven superiority and long life. Insist on these stronger, tougher, longer-lasting wrenches—hot-forged from chrome nickel alloy steel, with two 3/4" sockets for double life!



SEE YOUR JOBBER on the complete line of Job-Designed Ken-Tools. Forged by the largest exclusive manufacturer of top-quality Tire-changing Tools and Equipment. **THE KEN-TOOL MFG. CO., AKRON 5, OHIO.**



John F. Midyette (extreme left) of Standard Parts Corp., Richmond, Va., is the immediate past president of VCAWA. New officers include (l. to r.) Frank McKenzie of Automotive Supply Co., Bluefield, W. Va., president, and Guy M. Tarrant of Motor Supply Co., Columbia, S. C., vice-president. The new secretary-treasurer is J. A. "Skeeter" Richardson of Condrey Motor Parts, Inc., Richmond, Va., who was absent. The officers will select the site and dates for the fall meeting. Photo was taken by Carl S. Johnson of Automotive Electric Associates, Charlotte.

Virginias-Carolinas Hears Ira Saks

A TALK on the movement, announced at the recent National Standard Parts Association convention, to create a fund to combat monopolies in the after-market industry was made last month by Ira Saks of Cleveland, Ohio, at the spring convention of the Virginias-Carolinas Automotive Wholesalers Association at Greensboro, N. C.

Other speakers included Richard A. Melvin of Motor and Equipment Wholesalers Association and William C. "Bill" Herbert, editor of *SOUTHERN AUTOMOTIVE JOURNAL*.

Chairmen of the various topics were Frank McKenzie of Automotive Supply Co., Bluefield, W. Va., Wray Morse of Morse-Parker Supply, Inc., Portsmouth, Va., Ned Holland of Holland Auto Supply, Greenville, S. C., T. P. "Tom" Grasty of Charlottesville (Va.) Auto Parts, Floyd C. McLean of McLean Auto Supply, Laurinburg, N. C., Bruce Cameron of MacMillan & Cameron, Wilmington, N. C., H. B. Truslow of Richmond Auto Parts, Richmond, Va., and Carl Johnson of Carolina Rim & Wheel, Charlotte, N. C.

The topics chairman was J. Allen Lewis of MacMillan & Cameron, the retiring vice-president. The retiring secretary-treasurer was N. Frank Alford of Alford Parts Co., Florence, S. C.

"Auto-Lite spark plugs, cables and wire and Thorsen tools have been added to our line," reported **Harry J. Barnes of Manchester Parts Co., Manchester, Ga.**

Tarheels to Discuss Wage-Hour Law

AN EXPLANATION of the federal wage-hour law as it applies to wholesalers will be given by the state administrator at the annual convention of the North Carolina Automotive Wholesalers Association at Raleigh's Sir Walter Hotel April 22-24.

Other program details will include an address on sales management by an expert in the field and a talk by J. L. "Jack" Wiggins, executive vice-president of National Standard Parts Association.

The group's new sales tax handbook will be discussed in detail. The handbook climaxes two years of preparation during which many conferences with governmental officials had to be held.

Films and slides made during the association's Bermuda convention cruise last November will be shown.

A cocktail hour, sponsored by Booster Club B-33, and the annual banquet will be on the agenda also, as will a dance featuring an outstanding orchestra.

E. L. Brown of Hickory Auto Parts, Hickory, is president, R. E. Kirkland of Barnes Motor & Parts Co., Wilson, is vice-president, L. T. White, Jr., of Motor Bearings & Parts Co., Raleigh, is treasurer and Jesse F. Jones, Jr., is executive secretary.

Gillhouse Heads Quincy Sales

Loren Gillhouse has been named sales manager of Quincy Compressor Co., Quincy, Ill., President Mac Irwin has announced. Gillhouse was formerly assistant manager for five years and has also served as a regional sales manager.

EARN BIG PAY

Earn While You Learn

**DIESEL MECHANICS, AUTO MECHANICS
WELDING, BODY AND FENDER REPAIR**

*Train in our modern shops.
You learn with tools on real equipment.
Master a trade with a real future.
Many of our graduates earn \$100
per week and up.*

THOUSANDS OF MECHANICS NEEDED!

*50,000 NEEDED

The nation's requirements for new mechanics now is nearly 50,000 a year, as motor vehicle registrations begin mounting beyond 60,000,000. It has been estimated that mechanics graduating from schools number only around 10,000 a year.

*Southern Automotive Journal for January, 1956

- DAY AND NIGHT CLASSES APPROVED FOR VETERANS
- WRITE FOR FREE BULLETIN DEPARTMENT NO.7

NASHVILLE AUTO-DIESEL COLLEGE

226 7th Avenue, North, Nashville 3, Tennessee

TIME IS MONEY

**BOOST YOUR
PROFITS WITH
DUAL ACTION**

**TWO SANDERS
IN ONE!**



Model DA
Air.

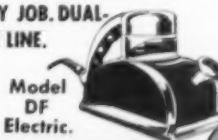
TOUGH JOBS MADE EASY

SAVE WINDSHIELD \$5 — Surface scratches, rubs, frost quickly removed from auto glass without removing from the car. Unique action develops only mild surface heat even at speeds to 6000. Simple to use. Safe • **FIBER-GLASS**—Every job, patches to final finish. No Dust • **SAVE UP TO 80%**—On all sanding, rubbing, polishing, "feather-edging", scuffing jobs. **FAST.**

AN Easy FOR EVERY JOB. DUAL-ACTION OR STRAIGHT LINE.



Model JR Air.
Electric.



SEE YOUR
JOBBER
OR WRITE
FOR LITERATURE

DETROIT SURFACING MACHINE CO.

1245 E. Eight Mile Rd. — Detroit 20, Mich.

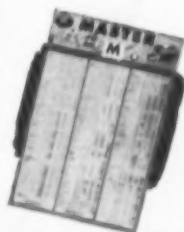


**from
ONE DEPENDABLE SOURCE**

NOW five MASTER Replacement Parts lines simplify ordering, satisfy more dealers and shop men every day. Precision engineering to highest original equipment standards assures unfailing performance. Low cost offers better profits for service operators. Clearly labeled individual packages mean quick, sure identification, easy stock-keeping and selection. And MASTER'S UNCONDITIONAL GUARANTEE protects distributor, dealer and customer on every item in these 5 GREAT LINES.

FREE! Easy-reference BRAKE CYLINDER AND PARTS CAR APPLICATION CHART. Big 22 x 35 wall chart shows part numbers for all cars and trucks.

Contact your nearest
WAREHOUSE
DISTRIBUTOR



MASTER

M

SERVICE PARTS

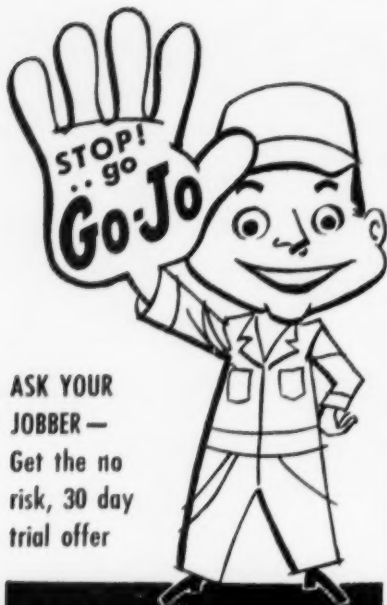
MASTER PARTS DIVISION

AIRTEX PRODUCTS INC. • FAIRFIELD, ILLINOIS

Ask for details of free display

Also Manufacturers of

- TIE ROD ENDS
- DRAG LINKS
- CLUTCH BEARINGS
- FRONT END SUSPENSION PARTS
- FUEL PUMPS
- HYDRAULIC BRAKE PARTS
- FRONT WHEEL BEARINGS



ASK YOUR
JOBBER —
Get the no
risk, 30 day
trial offer

**Cleans Faster
Easier...
Safer**

The Original Double Action

Go-Jo

HAND CLEANER
Use WITH or WITHOUT water

Cream type, fast action GO JO removes embedded grease, grime, paint, ink, cements, mastics, all stubborn soil like magic!... yet it is safe, gentle and kind to the skin!

1-SHOT DISPENSER

Cuts Hand
Cleaning **50%**
Costs

AND MORE



One pull dispenses just the right amount. Uses convenient throw-away can. Assures economical, efficient hand cleaning.

GOJER, Inc. • Box 991 • Akron 9, O.

World's Largest Manufacturers
of Cream-Type Hand Cleaner

75% Report Rise in 1956 Volume, But Overhead Keeps in Tune Too

SEVENTY-FIVE per cent of the wholesalers answering a survey mailed to 350 over the South and Southwest last month reported their sales volume up the first two months of this year over the same period of last year.

But there remained, some of them pointed out, the fast rising overhead as a damper on any enthusiasm which might have been generated by the growing sales total.

Nineteen per cent reported a downturn, in some instances deliberately brought on by eliminating some small-profit lines. Six per cent said their sales were the same as for the same two months of 1955.

An Alabamian observed, after reporting a climb of 8.4%:

"Overhead continues to grow like jack's beanstalk, making it

throat' competition." He said, "I don't know the answer; in fact, we pay little attention to it. Of course if business should get tight, we don't know what would happen to a lot of us.

"We are not volume-crazy, but content to do a reasonable profit and take life a little easier and give some time to myself, to my family, to my church and to my fellow man."

His volume was ahead by 7%. To this fact he supplemented:

"Where do we go? When does it stop? We don't know!"

A South Carolinian's parts department was up 19.44% and his shop department was up 26.56%.

"Things look a lot better for us," said that official.

An Oklahoman reported reducing his personnel by seven employees, including three delivery boys. His volume was down 15% but he said his overhead was down 20%.

"We have reduced overhead all around," he said. "We are reducing stock in all branches and cutting out all slow accounts and are reducing volume to get a better profit by cutting out special discounts on equipment and any other cutthroat methods that we are guilty of. We have begun to clean out all slow-moving merchandise regardless of what it is and at any price."

Reported a Texan whose drop was 15%:

"Farm prices have got us!"

Labor problems and strikes were blamed for the 5% drop felt by a West Virginian.

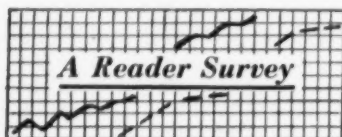
Bagwell Named Rotary Head

James B. Bagwell, Jr., president of the Bagwell-Elliott Co., Inc., Charleston, S. C., has been named president of his Rotary Club.

Krylon Names Warren Katz

Warren Katz & Associates, Inc., Atlanta, Ga., has been named representatives in the South for Krylon, Inc., manufacturer of spray coatings.

The du Pont chemical line has been added to the stock of Holston Auto Supply Co., Kingsport, Tenn., Max M. Goins reported.



awfully hard to show a nice increase in net profit!"

Said a Georgian in a small town whose sales were up \$4,208 over the first two months of last year:

"The biggest problem is inability of smaller dealers and garages to meet their obligations. We are giving special attention to accounts when they become past due and putting some of them on C.O.D. basis."

The increases generally were in the smaller percentage brackets, with some, however, ranging above 10%.

A West Virginian's volume was up 15% and he said "indications point to a very good spring."

One veteran Tennessee house reported a rise of only 1% and its executive commented, "Not good!"

A North Alabamian whose volume was ahead by about 10% said:

"We have good employment in our area and we have broadened our coverage of lines and merchandise to work toward a one-stop parts store."

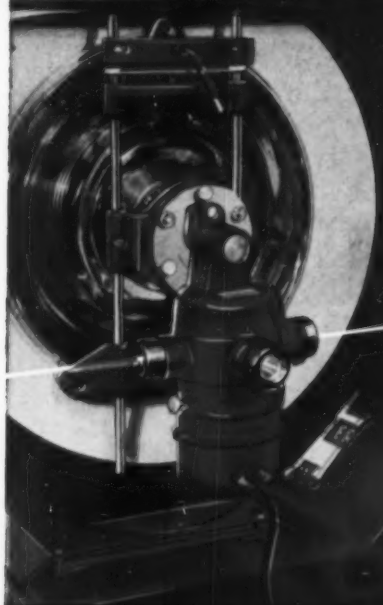
A seasoned Virginian decried "keen competition—or rather 'cut-

HUNTER EQUIPMENT

Spotlights Profits

with the new LITE-A-LINE®

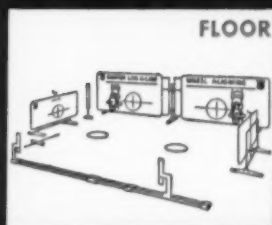
WHEEL ALIGNER



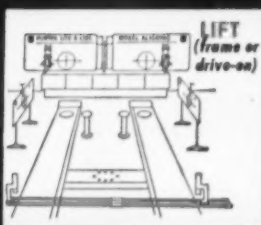
... for faster, easier wheel aligning ... the super-accurate light beam method ... priced to pay for itself quickly. It takes only 5 minutes to make a complete front end check — caster ... camber ... turning radius ... king pin inclination ... wheel track ... toe ... center steering.

Select The Group to Fit Your Business.

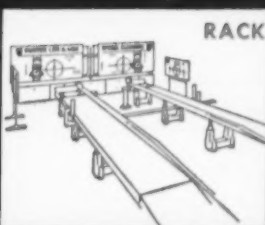
No expensive installation necessary ... you can save valuable floor space with a portable model. Twelve models to choose from:



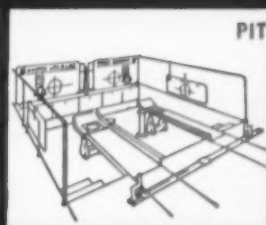
FLOOR



LIFT
(Frame or drive-on)



RACK

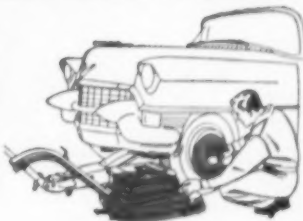


PIT

The incomparable TUNE-IN® WHEEL BALANCER



The original on-the-car-balancer ... many thousands now in use ... making big money for operators of all sizes ... everywhere ... simple, fast, accurate ... with a Hunter you can add \$2,190 a year to your net profits by balancing just one car a day. You can choose from six models—from passenger car to heavy-duty truck and bus models.



Start increasing your profits with easy-to-use, trouble-free Hunter equipment. See Your Jobber or mail this coupon.



TO HUNTER ENGINEERING COMPANY
 Hunter Avenue and Ladue Road • St. Louis 24, Missouri
 Please send complete information on the
☐ Hunter Tune-In Wheel Balancer
☐ Hunter Lite-A-Line Wheel Aligner
 Name.....
 Address.....
 City..... State.....



These warehouse executives and officials of NAPA took out time for this picture (l. to r.): Seated, Frank Morris of Houston, June Guthridge and John Brosnahan of Richmond, Earl Dolive of Charlotte, Jack Rhodes of Birmingham, Ralph Lathem of Boston and Tom Morris of Omaha; standing, Malcolm Fraser of Memphis, Paul

Schwesinger of Cleveland, Jim Kidwell of Columbus, Billy Hatcher of New Orleans, Fritz Rohrer of Pittsburgh, Jerry Jurgens of Jacksonville, Mark Robison of Oklahoma City, Carlyle Fraser of Atlanta, Rod Brim of New York and Wilton Looney of Atlanta. Attendance totaled 600, including 400 wholesalers from many states.

NAPA Plans to Sponsor Schools To Train Mechanics on Automatics

SCHOOLS for training mechanics in servicing automatic transmissions are to be started around May 1 by National Automotive Parts Association jobbers and warehouses.

This was announced March 27 during a two-day national busi-

ness conference at New Orleans attended by 400 jobbers and around 200 factory men and NAPA warehouse officials.

Mechanics would pay \$60 for the seven-night, 28-hour course, which would be held at warehouses, at jobbers' business places or at ga-

rages, depending on the best desirable arrangement. The first classes will deal with the Hydra-Matic, but future schools will get around to other automatic transmissions.

"We are looking forward to making this the most complete program there is," said R. L. Stacey, vice-president and general manager of NAPA.

A New York technical school will conduct the classes. Mechanics' satisfaction would be guaranteed or their money refunded on the second night.

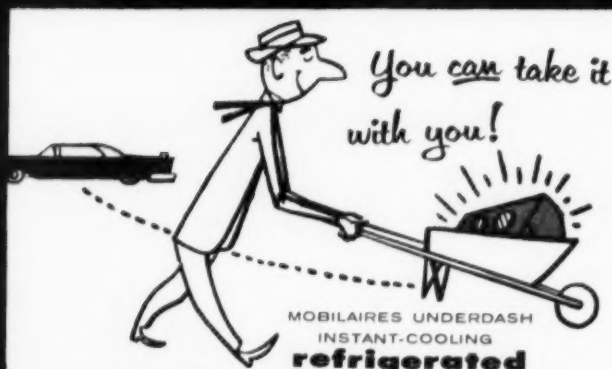
Stacey reported that in the last six years NAPA had established new sales records each year and cited 1955's increase of 13% over 1954 as an example. This year is continuing in a rising volume pattern, he said. In the past five years NAPA has increased its sales 20% better than the industry as a whole, he asserted. NAPA jobbers now number 2,700, he reported, of which more than 400 were added in the last several years.

Carlyle Fraser, chairman of the board of Genuine Parts Co., Atlanta, cited six points about the jobbing business: 1. It's a service business. 2. It's a localized business. 3. "We are doing a wholesale business on a retail basis." 4. It involves a mass of detail. 5. It's a complex business. 6. It's a "risky" business.

On the latter point he said "there isn't a piece of stock outside maybe a cap screw in your inventory that will be worth a cent in 20 years."

Henry Lansdale, chairman of the NAPA board, told the conference that the business outlook appeared bright to him.

Group conference subjects and



Mobilette Auto Air Conditioner

Now, you can air-condition any car in stock—swiftly, economically—when you order the new trend in car air-conditioning, the up-front MOBILETTE! A terrific fleet "clinch" — because the MOBILETTE can be easily reinstalled in later deliveries. A popular premium for new car buyers—because depreciation can be spread over the years. And, above all, guaranteed top performance from every unit—efficiently cooling where it counts, when it counts. Your letterhead or post card will bring full information and literature.



Mobilette AUTO AIR CONDITIONERS
with the Warner Magnetic Clutch

MOBILAIRE MANUFACTURING COMPANY

A Division of the National Gas Equipment Co., Inc.

Box 122 • Denison, Texas



Among the NAPA "Kingspins" at the national business conference in New Orleans were (l. to r.): Carlyle Fraser, chairman of the board of Genuine Parts Co., Atlanta; Henry Lansdale, NAPA board chairman; R. L. Stacey, vice-president and general manager, and Wilton J. Looney, president of Genuine Parts and who is vice-president of NAPA.

their leaders included:

Inventory management, Malcolm Fraser of Memphis, Wilton Looney of Atlanta and J. E. Hamer of Memphis. Shop operations, Peter A. Forte of Hartford, Conn., Clyde Brooks of Jackson, Miss., and Jack Rhodes of Birmingham. Labor relations and personnel, Maynard Smith, Atlanta attorney, and Rod Brim of New York. Financial management, Carlyle Fraser and W. L. Boyd of Columbia, S. C. Wages and

hours and federal regulations, Alex P. Gaines, Atlanta attorney, and L. H. Mauldin of Atlanta.

Selling service stations, car and truck dealers, William C. Hatcher of New Orleans, Ralph Lathem of Boston and Ralph Young of Charlotte. Selling fleets, farm tractor parts and parts for motorized off-the-highway equipment, Harry Mize, sales manager, Allied Motor Parts Co., and Ben Garvin of New Orleans. Organizing sales work and

counter selling, T. E. Hagel of Atlanta and John Cayce of Memphis.

Tennesseans to Consider Training of Mechanics

A REPRESENTATIVE from the Vocational Education Department of the Tennessee Board of Education will speak on the possibilities of an expanded mechanics technical education program to the Automotive Wholesalers Association of Tennessee at its third annual meeting this month.

The association is now sponsoring such a program through the Vocational Division, which is in operation at Fulton High School, Knoxville.

Plans for the meeting, to be held April 15-16 at the Andrew Jackson Hotel in Nashville, were announced by Executive Secretary Keith Broyles.

Following the usual pattern, open house will be held on Sunday afternoon, April 15, followed by a full day session on Monday with luncheon and banquet and evening entertainment. B-44 Boosters will have a cocktail party for members and guests between the final afternoon session and the banquet.

The PIONEER Tool

FOR INSTALLING VALVE SEAT RINGS

The Biggest Seller



THE FIRST . . . and still the MOST POPULAR, MOST PRACTICAL, SIMPLEST, MOST UNIVERSAL tool of its kind made.

EVERLASTING . . . the first tools made over 25 years ago are still in service.



K. O. LEE CO.
ABERDEEN, SOUTH DAKOTA

If it's made by Lee it's a "Knock-Out"



National
triple CHROME PLATE
WHEEL COVERS—
Specific Car Models

Beautifully chromium plated. Interchangeable with original equipment covers, and applicable to other cars with 15" wheels. Fitted with National's universal attachment springs which prevent covers from SLIPPING, TURNING or SQUEAKING.

UNIVERSAL STYLE COVERS

A complete line . . . embossed Emblem Styles . . . "Spinner" Bar Style . . . plain Marginal Road Style, and others in both 15" and 16" sizes. Fitted with National's universal attachment springs.

AMERICA'S MOST COMPLETE AND BEAUTIFUL LINE

Hub Caps for All Popular Cars

A complete line, heavy gauge steel, beautifully chrome plated. Engineered for perfect fit. Hub Caps for many industrial uses . . . lawn mowers, motorcycles, etc. Write us your requirements.

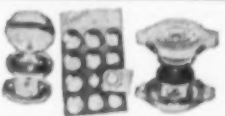
Tru-Seal Gas and Radiator Caps

Gas Tank Caps for most all 1935-1954 model cars, both outside and fenderwell installations. Tru-Seal Radiator Caps are available for all popular cars. Durable Metal Displays in three colors.

Wheel Parts—Exhaust Extensions

Precision manufactured for perfect fit and genuine safety. Buy the Handi-Pak way. Exhaust Extensions are heavily plated with bright nickel and chromium. Jewel adds beauty and safety.

BUY FROM YOUR JOBBER—Write for your copy of our complete catalog.



NAMSCO, INC. BELLWOOD, ILLINOIS
(Chicago Suburb)

Get the BIG MONEY...Fix
AUTOMATIC
TRANSMISSIONS



NOW . . .
LEARN AT HOME
THIS EASY WAY
ON ACTUAL TRANSMISSIONS!

You learn to Service, Repair and overhaul ALL Automatic Transmissions on today's cars in this tested, Shop-Type Course. You LEARN BY DOING at home or in your shop—follow clear, illustrated instructions—actually work on HYDRA-MATIC, DYNAFLOW and FORDOMATIC Transmissions . . . not models! Get into this money-making new field NOW! Write today for facts on . . .

MONEY BACK TRIAL OFFER!

LINCOLN TECHNICAL INSTITUTE
Suite 4-D, 472 Market St., Newark 5, N. J.

SAVE TIME AND
EFFORT WITH

HYDRO-AIR
PRESSURE WASHER

\$9⁹⁵

The easy, effective way to wash
cars and clean motors and parts.



- blasts stubborn dirt
- no back splash

No boots or apron needed with
HYDRO-AIR
Connects to regular air and
hot or cold water outlets.
Composition rubber sleeve is
available to protect user's
hand when hot water is used.
ORDER YOUR HYDRO-AIR WASH-
ER TODAY FROM YOUR JOBBER.
If he cannot supply you, we will
ship direct, postpaid.

D & M PRODUCTS, INC.
26 N. Raymond Ave., Pasadena 1, Calif

Automotive NEWS BRIEFS

(Continued from page 15)

President of Used-Car Men Asks No Legislation for the Industry

"WE ARE strongly against any legislative action aimed at any segment of our industry," the president of the National Independent Automobile Dealers Association told the subcommittee on automobile marketing practices of the senate committee on interstate and foreign commerce last month at Washington.

Said Stacy Rowell of Miami, Fla.:

"We strongly urge you, Mr. Chairman, and your committee to consider all phases of our automobile industry and especially consider what is best for the American people. We are strongly against any legislative action aimed at any segment of our industry. The American people have a right to buy their automobiles—new or used—from whatever dealer offers them the best deal. The fact that we now have a buyers' market rather than a sellers' market does not warrant the federal government's putting a protective umbrella over the industry or any segment of the industry at the expense of the American people.

"We feel that our country was founded on a principle of liberty and of freedom of choice in the market place. We further feel that the economic strength of our future lies in the advancement of free and competitive enterprise—not its restriction. To create a monopoly through legislation should not be constitutional and is in direct opposition to the principle of our great anti-trust laws.

"A few years back, all independent car dealers wanted to be franchised dealers. That has changed. Due to factory pressure, factory regulations, and factory control, many franchised dealers—if they could profitably change over (and many are doing it)—would like to become independent dealers.

"We admit that there are some disreputable and unethical independent dealers that are still operating. We are cleaning up this situation ourselves and working

night and day to further raise the spiraling reputation level of the independent dealer. We realize that there are some unethical and disreputable franchised dealers, too. That situation should be cleaned up also.

"We do not need legislation to do this cleaning job. The industry can police itself with the help of local laws against fraud and misrepresentation. Our code of ethics which I hand you now, is a byword all over America. We deplore any dealer—new or used—that can't operate within the scope of these great points for the protection of the public.

"In 1955, with the manufacturer breaking all records in production, records were broken in sales but not on a basis of real selling. Through short down payments—and, in a world of cases, with no down payments—and up to 36 months to pay, and through pressure from the factories, the car dealers sold all of the potential buyers in 1955 and 1956 and most of the potential buyers of 1957.

"In this our year 1956, we are trying to reach the part of the '57 potential that is left. In too many cases they are using unethical advertising, overallowances and padded prices to reach some of the 1958 market. Profit per unit is the lowest in the country's history. Repossession losses per unit and repossession frequency are the highest they have ever been.

"Our industry's problems can be solved not with legislation but with optimism, enthusiasm and an approach to sound business principles, not only individually but collectively. We have got to plan for the future—not just discuss the past."

Tarheels Elect Powell

The Gaston County (N. C.) Automobile Dealers Association has elected R. G. Powell president, Roosevelt Parks vice-president and D. Pat Craig secretary-treasurer of the group.

Thermoid Partners in Profit



There's extra profit in Spring Check-ups when you find worn fan belts and radiator hose. Be sure you *always* replace with the best!

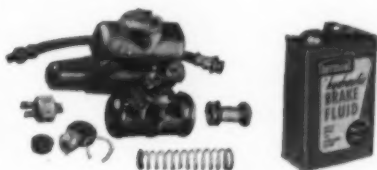
Thermoid Redi-Curv Hose made with Neoprene Tube and Cover withstands all radiator chemicals, resists aging and cracking. Unmatched flexibility makes installation easy . . . saves time and skinned knuckles.

Thermoid Fan Belts with Neoprene covers resist high underhood temperatures, abrasive road dirt, oil and grease. *Pre-Stretching* prevents sagging and premature wear.

Get these top quality products from your Thermoid Jobber



Brake Linings and Bonded Shoes



Hydraulic Brake Parts & Fluid



Thermoid Company, Trenton, N. J.

K. T. Keller Steps to the Sidelines After Serving Chrysler Many Years

THE man who pushed Chrysler Corp.'s engineering for all he could is moving over somewhat to the sidelines this month.

K. T. Keller, chairman of the board, has announced that he will not be a candidate for reelection at the annual meeting of stockholders April 17. In the future he will serve the company as a consultant.

His announcement came after 30 years in the management of Chrysler affairs.

In a statement recently, Keller said, "A younger team of officers under the leadership of L. L. Colbert is now ably managing the company's affairs and I believe the board should include more of those who are presently active in running the business. When I relinquished the presidency, the directors asked me to serve as chairman for five years and as a consultant thereafter. My term as chairman will soon expire and in

discontinuing my participation in the active management, I am very happy to say that the company is in most capable hands."

Keller's career is a distinguished one both as an automobile executive and as a consultant to the government in important affairs of national defense.

He was born at Mount Joy, Pa., November 27, 1885. His first experience with mechanical things came by doing odd jobs in neighboring hardware and handkerchief factories during his grammar and high school years. From Mount Joy he went to business school in Lancaster, Pa.

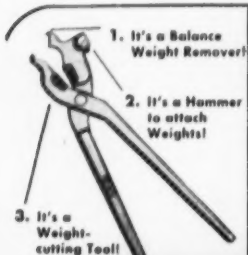
He became secretary to a lecturer and author in September, 1903, and in this capacity spent the following two years in the British Isles. He quit his clerical job upon returning to the United States in May, 1906, because he saw more opportunities in the mechanical field. After a two-year special ap-



K. T. Keller

prenticeship course in machine shop, erecting, designing and engineering at Westinghouse Machine Co. in East Pittsburgh, he became assistant to the superintendent of the automobile engine department of that company.

In 1910 he became chief inspector in the Detroit Metal Products Co., maker of automobile axles, and he set out to learn as much as possible about the motor car business. In September, 1910, he worked in the Metzger Motor Car Co. as general foreman of the



NEW, IMPROVED 3-in-1 WEIGHT PLIERS!

Get this handy combination tool for easier, faster wheel balancing. Really does the job... jaw points inserted between clip and rim snap off weights in a jiffy. Especially handy for On-A-Car Balancers—balancer head will not interfere with weight removal. Order from your Jobber or write us for catalog data.



new
**WORK SAVERS from
BEAR**

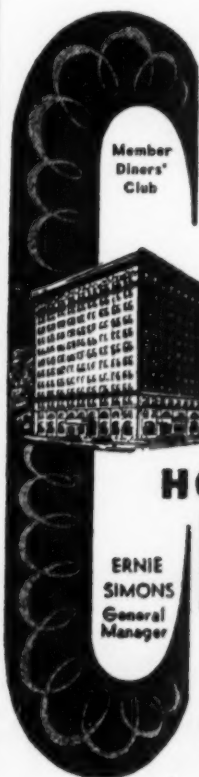


No More "Problem Wheels" when balancing off the car! Complete line of NEW RADII CONES!

Precision-machined for true center fit! New set takes care of all car wheels, including 56's! Specially designed for use with Bear 36 and 330 Balancers! Order from your Jobber or write for data: Bear Mfg. Co., Dept. S-1, Rock Island, Ill.

1339

LOOK TO BEAR for Everything in Safety Service: Wheel Alignment Machines, including Telaliner and Drive-Over Tester; Wheel Balancers, Dy-Namic and On-A-Car types; Crankshaft Balancers; Brake and Headlight Testers; Frame, Axle and Wheel Straighteners; Balantru and other Tire Truing Machines. Also, Balance Weights, Caster Shims, Coil Spring Spacers and Stabilizers.



Tops in Everything ONVENIENT

Ideally located in St. Louis, two short blocks from the Union Station and in the center of the Wholesale District... Preferred, always by experienced travelers because of its outstanding advantages—Every room with combination tub and shower... and circulating ice water.

Delicious food... cheerful service.

AIR-CONDITIONED ROOMS

350 rooms from \$3.50

**HOTEL
LARIDGE**

LOCUST ST. AT EIGHTEENTH

Free Parking

ST. LOUIS

machine shop and in early 1911 worked on heavy repairs and chassis testing at Hudson Motor Co. From there he went to the Maxwell plant as chief inspector there.

It was in November, 1911, that Keller joined General Motors, working chiefly on Cadillac, and at that time became acquainted with the late Walter P. Chrysler. He left General Motors briefly but returned to Buick as general master mechanic under Chrysler, who was then president of the company in Flint, Mich.

Chrysler left General Motors, but Keller remained to assume the position of vice-president in charge of manufacturing of Chevrolet in 1921, and, in 1924, became general manager of General Motors of Canada, Ltd.

He joined Chrysler Corp. as a vice-president on April 1, 1926. In July of 1927 he also became a director of the company and in July, 1928, with associate executives, undertook the task of combining Dodge operations with those of Chrysler. He became president of Dodge in 1929 while continuing duties with the parent corporation.

After taking charge of Dodge, he increased efficiency so that only half the former floor space was required and rearranged facilities for a complete new line of cars.

In 1935 Chrysler became chairman of the board and Keller was named president. Under his leadership the company's yearly production passed the one-million mark. After Chrysler's death in 1940, Keller became chief executive officer of the corporation and held that position until November, 1950, when he was elected chairman of the board. Colbert was named president at Keller's request.

Keller served on the advisory staff of the chief of ordnance, U. S. Army, and on the industry advisory committee of the War Production Board from 1942 to 1945. At the invitation of the president of the United States, he was appointed director of guided missiles by Gen. George C. Marshall, then secretary of defense, in 1950.

For his outstanding service to his country during World War II, Keller was awarded the medal of merit by the president in 1942. The same year he also received the dis-

tinguished service certificate of the U. S. Army Ordnance Department and a citation for distinguished services in behalf of the war finance program from the secretary of the treasury.

Under Keller's direction during World War II, Chrysler established a remarkable record of achievement by engineering and producing large quantities of military material and weapons.

Dodge Manufacturing Assigned Texan

PROMOTION of William C. Cawthon, a 34-year-old Texan, to general superintendent of Dodge car manufacturing has been announced by F. M. Glassford, manufacturing manager.

One of the youngest men to hold such a position in the industry, Cawthon was born in Roston, Texas, graduated from Paris, Texas, high school and obtained degrees in mechanical, electrical and automotive engineering from Cornell University, Texas University and the Chrysler Institute. He formerly made his home in Austin, Texas.

NEW PRESSURIZED CAN



QUICK STARTS DOWN TO ... 65 DEGREES BELOW ZERO

Gasoline and Diesel engines, locked in the grip of extremely cold weather (down to 65° below zero) . . . or unable to start because of excessive dampness, start in seconds when **SPRAY STARTING FLUID** is sprayed into the intake air stream. Save time . . . batteries . . . time costs. Prevent down-time and production losses. Spray now comes in the convenient pressurized can.

- Ready for use in seconds
- Automatic spray • No waste, it all burns • Inert propellant completely safe • Will spray at 65° F. below zero • Stands 180° F. temperature • No odor or evaporation in storage.

See your Spray dealer or write directly to . . .

SPRAY
STARTING FLUID COMPANY
P.O. Box 584 • Camden 1, N. J.



DEGREASER! engine shampoo

QT. SIZE CONCENTRATE
MAKES 2 GALLONS



Spray Or Brush On

Fakes cling out of oil and grease—emulsifies it so that all dirt may be hosed off as easily as you rinse hands under water faucet. Launders engines faster, more completely and safer than steam cleaning (warm the engine). Self scouring action brings out factory new appearance — provides accurate visual inspection — Gunked engines run cooler. Genuine Gunk is sold in BULK sizes at better automotive wholesalers everywhere. Retail sizes may be obtained at WESTERN AUTO STORES AND ASSOCIATE STORES.

Try it today!



GUNK CHICAGO CO. • CHICAGO 38, ILL.



Robert F. Coleman

Bob Coleman Assumes Post at Savannah

ROBERT F. Coleman, who for 13 years has been southeastern district manager for The Electric Auto-Lite Co. with offices in Atlanta, is the new general manager of The Frank Corp., Savannah, Ga., one of the South's oldest automotive supply houses.

Coleman's appointment was announced by R. C. Kirchofer of Raleigh, N. C., who took over as president of Frank on March 31. Kirchofer, who has various busi-

ness manufacturing and boatbuilding interests in North and South Carolina, Virginia and Georgia, was reported to have purchased control of the Savannah concern.

The Frank Corp. was organized as a harness distributing company in 1898 and has been in business ever since, though its harness trade long ago gave way to automotive parts.

Coleman is a native of Cobbtown, Ga., in Tattnall County. After graduating from the Cobbtown High School and the Statesboro Georgia Agricultural and Mechanical School, he joined The Motor Supply Co., Inc., Savannah, and ultimately headed up its wholesale tire department. In 1937 he went with the B. F. Goodrich Co., with his headquarters in Raleigh, N. C., and later with Electric Storage Battery, with offices in Charlotte. That company sent him to Atlanta in 1941.

In 1943 Coleman became district manager for the southeastern states for Electric Auto-Lite, with the territory stretching from Virginia to Texas. He held this post until his new appointment which takes him back to Savannah. He is a former director of the Southeast Automotive Show.

Battery Charger Group Questions Conversion

THE Automotive Battery Charger Institute during its recent San Francisco meeting condemned the field conversion of six-volt chargers to six- and 12-volt automotive service.

It said:

"To the best knowledge and belief of the engineering delegates of this institute, such conversions are not economically practical. When these conversions are offered at seemingly attractive prices, extreme caution should be observed by the prospective user of the converted equipment. At the worst, converted chargers may develop into a source of fire."

Texas Dealers Set Date

The annual convention of the Texas Automotive Dealers Association will be held Sept. 23-25 at the Commodore Perry Hotel in Austin, Manager Tom J. Crooks announced March 27. F. M. Gillespie, Sr., of San Antonio is president and the vice-presidents are Delmo Johnson of Dallas, Sam White of Houston and C. B. Smith of Austin.

THEY'LL PAY FOR THEMSELVES THE FIRST TIME YOU USE THEM

New

A new Vellumoid product that makes replacing oil pans and gaskets a **SNAP** instead of a headache!

VELLUBOLTS

PATENT PENDING

- Screw the VELLUBOLTS into the four corners of the engine bed. Snap the gasket over the bolts, then snap the pan on over the gasket and presto! . . . the pan is locked in place while you screw in the regular bolts. Then remove the VELLUBOLTS. They can be used over and over again.
- Set of 12—fitting most cars and small trucks—\$4.95. Set of 8—fitting large trucks and busses—\$3.75. Ask your jobber.

THE VELLUMOID COMPANY
WORCESTER 6, MASS.

VELLUBOLTS — THEY WORK LIKE MAGIC!

GENERAL ARMATURE & MANUFACTURING CO.

WELCOMES YOU
to the
SOUTHWEST AUTOMOTIVE SHOW

*See us at Booth no. 530,
where we will present "A
Pictorial Tour" of Arma-
ture and Generator manu-
facturing, of interest to all
jobbers.*

GENERAL ARMATURE & MANUFACTURING CO.
Lock Haven, Pa. Atlanta, Ga.



how to
MAKE TIME
on a paint job

USE
ARCO 45 *

*the automotive enamel
that air dries
for delivery
in any weather
in*

45 MINUTES

*...for two-toning new cars
...panel repair...and
complete refinishing!*



* TRADE MARK

TESTED FIRST TO LAST

Mail Coupon For Information
and Color Card on Arco 45.



THE ARCO COMPANY, Dept. 103
7301 Bessemer Avenue
Cleveland 27, Ohio

Gentlemen: Please send me complete information on Arco 45.

Name

Company

Address

City Zone State

ANOTHER FINE PRODUCT FROM ADVANCED...

MODEL 320-C Directional turn signal switch with emergency position to flash all four lamps in unison (Advanced "Full Circle System.") Provides 360° visibility of warning lights. Ruggedly constructed for long use. Housing is one-piece Zamac casting. Fits all size steering columns. Triple chrome finish. 6 and 12 volts.



SOUTHWEST
AUTOMOTIVE
SHOW
Booth 873
May 10-11-12-13
Sam Houston Coliseum
Houston, Texas

ADVANCED DIRECTIONAL LAMPS
AND SAFETY EQUIPMENT
Sold through better jobbers everywhere



ADVANCED MANUFACTURING, INC.
1214 WEST 254th ST. - HARBOR CITY, CALIFORNIA

NEW HIGHLY ABSORBENT

RAPID-DRI

the new extra-absorbent RAPID-DRI means
safe-dry floors . . . low maintenance cost . . .
high efficiency . . . bigger profits!



NEW
RAPID-DRI

HAS been heat treated to increase its absorbent qualities of soluble oil and grease. There's a ready market for RAPID-DRI waiting to increase your volume and make bigger profits for you. Stock up now!

DISTRIBUTORSHIPS AVAILABLE
For prices and literature write to

QUAKER SUPREME CHEMICAL CORP.
MONTGOMERY, ALABAMA

- ★ PREVENTS ACCIDENTS
- ★ PROTECTION AGAINST FIRE
- ★ PROMOTES EFFICIENCY



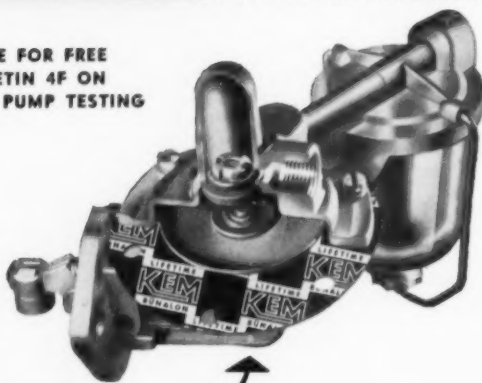
Our customers
want the
best



KEM

FUEL PUMPS

WRITE FOR FREE
BULLETIN 4F ON
FUEL PUMP TESTING



WITH THE
LIFETIME Bunalon DIAPHRAGM



KEM MANUFACTURING CO., INC.

FAIR LAWN, NEW JERSEY, U. S. A.

Cable Address: Kemsales, Fairlawnnewjersey

RADIATOR REPAIRMEN!

For easier, faster, more efficient service use —

AND for your PROTECTION recommend GUARANTEED —



Write for free
Supply Catalog



Write for free
Core Catalog

LAKE AUTO RADIATOR

5200 W. 130th St., Cleveland 30, Ohio
Branch — 2115 E. 25th St., Los Angeles 58, Calif.

News Briefs

(Continued from page 162)

De Soto Names Dougherty Dallas Regional Head

APPPOINTMENT of Paul J. "Doc" Dougherty, Jr., as regional manager in Dallas, Texas, has been announced by De Soto Motor Corp. He replaces A. J. Duderstadt.

Dougherty joined De Soto in 1948 as district manager in Philadelphia, assigned to the Washington-Baltimore sales area. In 1953 he was named Washington, D. C., city manager out of the Philadelphia region and later returned to Philadelphia as regional merchandise manager.

Two Southerners Named To Chevrolet Club

L EONARD H. Young of Southern Chevrolet, Inc., Decatur, Ga., and James E. Kelley, Don Allen Chevrolet, Inc., Miami, Fla., have been named secretary and treasurer, respectively, of Chevrolet 100-Car Clubs, an honorary organiza-

tion reserved for top salesmen.

These salesmen with others who outsold contemporaries in their respective zones were guests of the Chevrolet Motor Division for two days at Detroit last month.

Five Southern Firms Get De Soto Honor

FIVE southern dealers have been named in De Soto's first formal "Quality Dealer" program in 1955. A. B. Nielsen, general sales manager, announced. The award goes only to dealers who qualify after completely passing factory inspection on all operations.

Those named were: Elkins-Terrill Motors, Inc., Burlington, N. C.; Holdridge Motor Co., Albuquerque, N. M.; Foulke's Sales & Service, Essex, Md.; Silvey Motor Co., Inc., Athens, Ga., and Wilkerson Motor Co., Inc., Tulsa, Okla.

Pontiac's Hardtops Grab Over 60% of Production

THE hardtop sports model is America's favorite body style, according to R. M. Critchfield, GM vice-president and general manager of Pontiac Division. More

than half of Pontiac's total production is devoted to the Catalina hardtop style.

Critchfield attributed the rapid increase in hardtop sales to better vision and the sleek, low styling offered by no-center-post design.

Virgil E. Boyd Heads Hudson Sales

VIRGIL E. Boyd, a native of Benton, Kan., has been appointed general sales manager of Hudson Motors Division, Roy Abernethy, vice-president, American Motors Corp., announced.

Boyd, formerly assistant for automotive sales to George Romney, president of American Motors, replaces N. K. VanDerzee, resigned.

Chrysler Assigns Yeras To Memphis Sales

APPPOINTMENT of Cornelius Yeras as regional sales manager of the Memphis region has been announced by General Sales Manager E. M. Braden, Chrysler Division, Chrysler Corp.

Yeras, who joined Chrysler Division in 1951, replaces William W. Sugg, who resigned.

The World's Finest

Snuql

Wheel Balancing Weights

"Standard of the Trade"

CONTOURED TO FIT THE RIM

SNUGL'S
Wheel Balancing
Weights are recognized as
the "Standard of the Trade," de-
signed right and made right to give
Better Fit, Better Balance, Finer Appear-
ance and Easier Application. We manufac-
ture the most complete line for Passenger Cars,
Trucks and Buses, 8 types covering 74 sizes . . .
finer graduations than assure better, more accurate
balancing.

Has been proved OK by Tubeless Tire Mfrs.
The lip of the SNUGL Spring Steel Clip is beveled for easier application and to prevent clip from gouging into tire, a necessary requirement on Tubeless Tires. When you buy SNUGL you can be sure of getting the World's Finest Wheel Balancing Weights as well as the most modern. The name SNUGL (Registered Trade Mark) on every weight is your Guarantee of complete satisfaction. Write for our new brochure and name of your nearest jobber.

← **SNUGL'S New Tubeless Tire Clip**

Our New SNUGL Clip is contoured to fit the rim . . . the only tailor made clip on the market. It has been used for many months and proved OK by Tubeless Tire Manufacturers.

Snuql

WHEEL WEIGHT MFG. CO.

KOKOMO, INDIANA

MANUFACTURERS OF
BALANCING WEIGHTS

WHITTIER, CALIF.

Division of Mid-Western Auto Parts

*Give your Customers
the Best!*

ARTIC-KAR

AUTOMOBILE AIR CONDITIONING

- Automatic magnetic clutch with thermostat
- 1/2 more cooling coils
- 4-cylinder compressor unit
- Dehumidifies and circulates air
- Built for "Texas Heat"
- Instant cooling, within 2 blocks
- Unique distribution

**70°
Cold**

UNDER DASH AND DE LUXE TRUNK UNITS

To Retail as Low as

\$285⁰⁰ (plus installation)



"MADE BY PIONEERS OF AUTO AIR CONDITIONING"

DEALERSHIPS OPEN — Send for Details

ARTIC-KAR
3922 Kallach Drive • Dallas, Texas

Send information about Artic-Kar Auto Air Conditioning dealership to —

NAME _____

ADDRESS _____

CITY _____ STATE _____

Kind of Accessory or Automotive Business.

ATTACH COUPON TO YOUR BUSINESS LETTERHEAD



Sixty-five maintenance personnel registered for this engine clinic held at the Motor Shop, Waco, Texas. Emphasis was on correcting engine trouble due to camshaft faults, with an illustrated presentation by Phil T. Miner, who is the sales manager for Storm-Vulcan, Inc.

Pellet-Type Thermostat Tested on Plymouth

PLYMOUTH Division of Chrysler Corp. announced last month this test for pellet-actuated thermostat:

A pellet-type thermostat is used on V-8 engines equipped with air conditioning. A pellet containing a paste mixture, situated in the bottom of the thermostat, absorbs heat, liquefies and expands in volume. Expansion moves the pis-

ton up and opens the valve against the tension of the springs.

To test the thermostat for proper functioning:

- 1.—Determine whether or not the jiggle pin moves freely in its orifice.
- 2.—Open the valve by hand and insert a .001" feeler.
- 3.—Place in an agitated water bath and heat to 156° F. (176° F. for 180° F. thermostat). Maintain steady temperature for about 30 seconds. Valve should not release

the feeler, Plymouth officials stated

- 4.—Raise temperature to 162° F. (182° F. for 180° F. thermostat) for about 30 seconds. Valve should release the feeler.

- 5.—Increase temperature to 185° F. (202° F. for 180° F. thermostat). Valve height opening should reach a minimum of 1/2".

Los Angeles Plant Begun by Mercury

A THREE-HANDLED spade was used by Ford Motor Co. executives from Detroit in March to break ground for Mercury Division's new multi-million-dollar plant 14 miles from downtown Los Angeles.

At the handles were E. R. Breech, Ford chairman of the board, L. D. Crusoe, Ford executive vice-president, and F. C. Reith, Mercury general manager and Ford vice-president.

C. I. T. Selects Hooper

Universal C.I.T. Credit Corp. has named James L. Hooper, a native of Nashville, Tenn., vice-president to supervise its northeastern sales territory, President L. Walter Lundell announced.

"\$13,904

In only 9½ months SERVICING RADIATORS"

McCain - Richards, Inc.,
Monroe, Louisiana

INVESTIGATE THE HUGE PROFIT POTENTIAL



"Our Inland-equipped radiator department took in \$13,904.14 from April 11 through the following January! Helps us maintain 100 percent service absorption. And when we pull a radiator off a car we have a good chance to sell radiator hose, thermostats, water pumps, and other related items!"

YOU CAN DO AS WELL! Pierson Chevrolet Co., Vidalia, Ga., says: "Our Inland radiator repair department is the most profitable in our service department!" Robbins Motor Co., Marlow, Okla. says: "Our Inland radiator department takes in \$850 a month!"

Inland, world's largest radiator servicing manufacturer, offers the complete package—equipment, training and merchandising. Mail the coupon for free new book, "Blueprint for Profit."

INLAND Mfg. Co.

1108 Jackson St., Dept. SA-4, Omaha 2, Nebr.
"Sold Exclusively By Mail"

FREE TRAINING SCHOOL

Factory school trains you or your man quickly. Hundreds of graduates are now expert radiator repairmen. Free to Inland customers.

INLAND MFG. CO., DEPT. SA-4
1108 Jackson St., Omaha 2, Nebr.

Please send free book "Blueprint for Profit."

BY.....

FIRM..... PLEASE PRINT TITLE.....

ST..... CITY..... STATE.....

If Dealer, Car Sold..... Have Radiator Shop ☐ Yes ☐ No

RAJAH PAT. HAND CRIMPING TOOL



**NOTE—The simplicity of this Tool
It strips and also crimps Rajah Terminals to
Ignition Cable**

Order from your jobber or direct from us.
Send for circular and prices.

The Rajah Company, 35 Verona Ave., Newark, N. J.

Penetrant

S100
Penetrant

FREE
FROZEN BATTERY
TERMINALS!!
LOOSENS CORRODED NUTS!!
and 1000 other uses!

It's concentrated!
It dissolves rust!
Has no unpleasant odor!

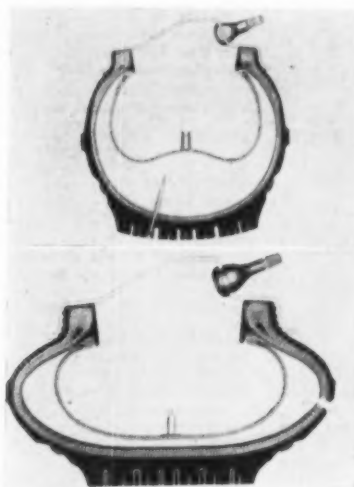
The Mechanic's Silent Partner!
Money Back Guaranteed!

PETROLEUM SOLVENTS CORPORATION, N. Y. 17, N. Y.
In Canada: Montreal, Que.

Safety Tire Designed With New Features

A NEW tubeless tire designed to provide motorists with complete tire safety and peace of mind under modern super-highway driving conditions was announced last month as the "safest and longest-wearing passenger car tire ever offered to American motorists" by Lee R. Jackson, president of The Firestone Tire & Rubber Co.

Sectional view of the Firestone Supreme (top) illustrates how the



gummy sealant prevents air leakage by clinging to a penetrating nail. It also shows how the diaphragm is contoured to protect it from puncturing nails.

The valve in the center of the diaphragm automatically closes when the outer wall is broken or slashed and retains enough air in the inner chamber to keep the tire inflated and the car under control.

Sectional view at bottom shows how the tire assures motorists of protection from the danger of a blowout. When air rushes from the outer chamber, a rubber valve immediately closes to retain two thirds of the air in the inner chamber.

Ford Publishes Film On Road Problem

A FILM on how typical American communities and the state of North Carolina solved highway and traffic problems has been produced by Ford Motor Co.

Like the recent Ford book "Freedom of the American Road," it is designed for citizens interested in highway and traffic safety.

the AMAZING...NEW!



JET

Vulcanizing Patch

A revolutionary new chemical formula perfectly vulcanizes this patch to

any kind of tubeless tire or tube without heat

- ✓ Just three sizes to stock for all repairs.
- ✓ Will repair tubeless tire injuries as large as 1" and will repair tube injuries up to 4".
- ✓ Fine razor-thin edge.

After buffing injured area, just apply liberal coat of No. 410 CAMEL Liquid Vulcanizer. One pull of this tab and the protective backing is off. Center patch over injury and stitch thoroughly. **THAT'S ALL!**

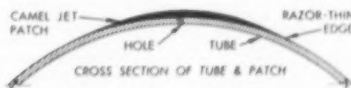
Vulcanize Without Heat!



No. 410

CAMEL LIQUID VULCANIZER

The magic bonding agent that, without pressure, without heat, completely bonds the new CAMEL **JET** Vulcanizing Patch over the injury. . . . **FAST — SURE — EASY**



Note cross section view of this new CAMEL **JET** Vulcanizing Patch. Reinforced over the injury — razor-thin edge for a perfect repair.

Look for the familiar CAMEL packages anywhere

Manufactured by H. B. EGAN MFG. CO.
MUSKOGEE, OKLAHOMA TORONTO, CANADA

ADVERTISER'S INDEX

This listing of Advertisers and Manufacturers' Agents is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. However, no allowance can be made for errors, or for failure to insert. We still appreciate your calling to our attention any corrections or omissions promptly. Only manufacturers' agents are listed on opposite page.

- A**
- Ace Rubber Company *
 - Acme Air Appliance Corp.100
 - Acme Quality Paints, Inc. 17
 - AC Spark Plug Division.....18, 19
 - Auto Lamp Div. *
 - Radiator Pressure Caps *
 - Valve Lifters *
 - Advanced Mfg. Co.164
 - Airtex Automotive Div. 83
 - Albertson & Co. *
 - Alemite Division 21
 - Allied Battery Co. 91
 - Alondra Sales, Inc.16
 - Aluminum Industries, Inc. *
 - American Brakeblok Div. 4
 - American Grease Stick Co. *
 - American Hammered Division. *
 - Ammco Tools, Inc.102
 - Andrews Mfg. Co.120
 - Anthea Force Oilier Co. *
 - Arco Co., The163
 - Aro Equipment Corp.143
 - Arrow Armatures Co. *
 - Artic-Kar165
 - Associates Investment Co. 8
 - Auto-Lite Battery Corp. *
 - Auto-Test, Inc. *
- B**
- Banite Company *
 - Bear Mfg. Company160
 - Bee-Line Company134
 - Belden Mfg. Co. 71
 - Bell Co., Inc. *
 - Bingham-Herbrand Corp. *
 - Black & Decker Mfg. Co. *
 - Blackhawk Hand Tools... 26, 27
 - Blackhawk Mfg. Co.151
 - Bowen "Seal Fast" Corp. 28
 - Breeze Corporation, Inc. 94
 - Briggs Shock Absorber Co., Div. 84
 - Buick Motor Division121
- C**
- Camel Patches167
 - Carbide & Carbon Chemicals Co. 81
 - Carter Carburetor Corp. *
 - Casite Division 2
 - Champ-Items, Inc. *
 - Champion Spark Plug Co. 74, 75
 - Chevrolet Motor Division *
 - Chrysler Division *
 - Chrysler Motor Parts Div.147
 - Clevite, Service, Inc. *
 - Coats Company 90
 - Commercial Credit Co. 69
 - Commercial Solvents Corp. 22, 23
 - Continental Piston Ring Co. *
 - Cordomatic Division113
 - Curran Corporation161
 - Curtis Pneumatic Machinery Div. *
- D**
- D & M Products158
 - Davis Ball Boot Company....144
 - Delco Battery Division46, 47
 - Delco-Remy Division....108, 109
 - DeSoto Division *
- E**
- Egan Mfg. Co., H. B.167
 - Eis Automotive Corp. *
 - Electric Auto-Lite Co.40, 41
 - Emerol Mfg. Co. 76
- F**
- F & B Mfg. Co. *
 - Federal-Mogul Service
 - BCA Division *
 - Bower Bearings, Inc. *
 - Federal-Mogul Engine Bearings107
 - Felt Products Mfg. Co. *
 - Five Star Mfg. Co.112
 - Ford Motor Co. 37
 - Fram Corporation...Second Cover
 - Frontier Mfg. Co. *
- G**
- Gabriel Company127
 - General Armature & Mfg. Co. 162
 - General Electric Lamp Div.131
 - Go-Jer Co.154
 - Grand Automotive Products Co.166
 - Grey-Rock Division *
 - Griffin Lamp Co. *
 - Grote Mfg. Co. *
- H**
- Hanson Co., Harvey E.148
 - Harrison Radiator Division... 85
 - Hastings Co. The 80
 - Hastings Mfg. Co. (Piston Rings)Third Cover (Filter Division) *
 - Heckethorn Mfg. & Supply Co. 24
 - Kool Kooshion Div110
 - Helm-Werner Corp.103
 - Heller Bros. Co. 20
 - Heyer Industries, Inc. *
 - Hirsig & Co., Lawrence M.170
 - Holmes Co., Ernest *
 - Homestead Valve Mfg. Co. *
 - Hotels Affiliated National...149
 - Hotel Claridge160
 - Hunter Engineering Co.155
 - Huot Mfg. Co.140
- I**
- Imperial Brass Mfg. Co. 88
 - Ingersoll-Rand Co. *
 - Inland Mfg. Co.166
- J**
- Jarrett Co., Inc., Cecil H.135
 - Jensen Products *
 - Joyce-Cridland Co. *
- K**
- K-D Lamp Co.126
 - K-D Mfg. Co.136
 - Kem Mfg. Co., Inc.164
 - Ken-Tool Mfg. Co.152
- L**
- Laher Battery Prod. Corp. *
 - Laher Industries *
 - Laher Mustang Mfg. Co., Inc. *
 - Laher Spring & Tire Corp. *
 - Laher Tire & Rubber Co., Inc. *
 - Lake Auto Radiator Mfg. Co. 164
 - Lamson & Sessions Co.114
 - Laaco Brake Products Corp., Ltd. 29
 - Lee Co., K. O.157
 - Lincoln Engineering Co. *
 - Lincoln Technical Institute...158
 - Lisle Corp. *
- M**
- Mac's Super Gloss Co., Inc... 14
 - Manley Division124
 - Manley Valve Corp. 78
 - Mark IV Div. of John E. Mitchell Co.130
 - Marshall-Eclipse Div.101
 - Martin-Senour Co.153
 - Master Parts Division153
 - McQuay-Norris Mfg. Co.33, 34, 35, 36
 - Merit Mufflers Div. *
 - Midwest General Corp. *
 - Miller Mfg. Co. *
 - Minnesota Mining & Mfg. Co. *
 - Miro-Flex Co., Inc.146
 - Mobilair Mfg. Co.156
 - Monkey Grip Sales Co.142
 - Monroe Auto Equipment *
 - Moog Piston Ring Div.125
 - Mustang Engines132
- N**
- N.A.D.A. Used Car Guide Co., 98
 - Namco, Inc.157
 - Nashville Auto Diesel College 153
 - National Motor Bearing Co., Inc.111
 - New Britain Machine Co., The26, 27
 - Niehoff & Co., C. E.25
- O**
- Oldsmobile Division 79
- P**
- P & D Mfg. Co. *
 - Packard Electric Div.30, 31
 - Perfect Circle Corp., Front Cover
 - Permatex Co., Inc. 1
 - Permite Parts *
 - Petroleum Solvents Corp.166
 - Pick Mfg. Co. *
 - Pontiac Motor Div. *
 - Porter Muffler Mfg. Co., Inc. 82
 - Proto Tools *
 - Purolator Products, Inc. 43
- Q**
- Quaker Supreme Chemical Co. 164
- R**
- Rajah Company166
 - Ramsey Corp.Fourth Cover
 - Raybestos Division115
 - Rebuilders, Inc.132
 - Rich Mfg. Corp. *
 - Rochester Products Div. 95
 - Rogers Co., John137
 - Rust Master Chemical Corp....73
- S**
- Schofield Mfg. Co.150
 - Sealed Power Corp. 6
 - Signal-Stat Corp. 45
 - Smithy's Mufflers122
 - Snugg Wheel Weight Mfg. Co. 165
 - Southwest Automotive Show, Inc. 44
 - Southern Friction Materials Co.123
 - Spray Starting Fluid Co.161
 - Standard Crankshaft & Hydraulic Co., Inc. *
 - Standard Motor Products *
 - Stant Mfg. Co., Inc.164
 - Stewart-Warner Corp. 21
 - Storm-Vulcan Inc. 12
 - Supco Division *
 - Supreme Automotive Mfg. Co. 138
- T**
- Texas Company 39
 - Thermoid Company159
 - Thompson & Sons, Inc.133
 - Thor Power Tool Co. *
 - Timken Roller Bearing Co. *
 - Triplex Corp. of America 42
 - Tung-Sol Electric, Inc. 38
- U**
- United Motors Service Div.46, 47
- V**
- V. M. C. System 48
 - Van Norman Co. *
 - Vellumoid Company162
 - Vitalite Battery Co. 91
 - Vulcan Mfg. Co., Inc. 10
- W**
- Wagner Electric Corp.86, 87
 - Walker Mfg. Co. 92, 93, 104, 105
 - Weaver Mfg. Co. *
 - Weidenhoff, Inc., Joseph119
 - Wilkening Mfg. Co. 97
 - Willard Storage Battery Co., 99
 - Wix Corp. *
 - Wooster Rubber Co. *
 - World Bestos Corp.128, 129
- Y**
- Yankee Metal Products 3
- Z**
- Zac-Lac Paint & Lacquer Corp. *

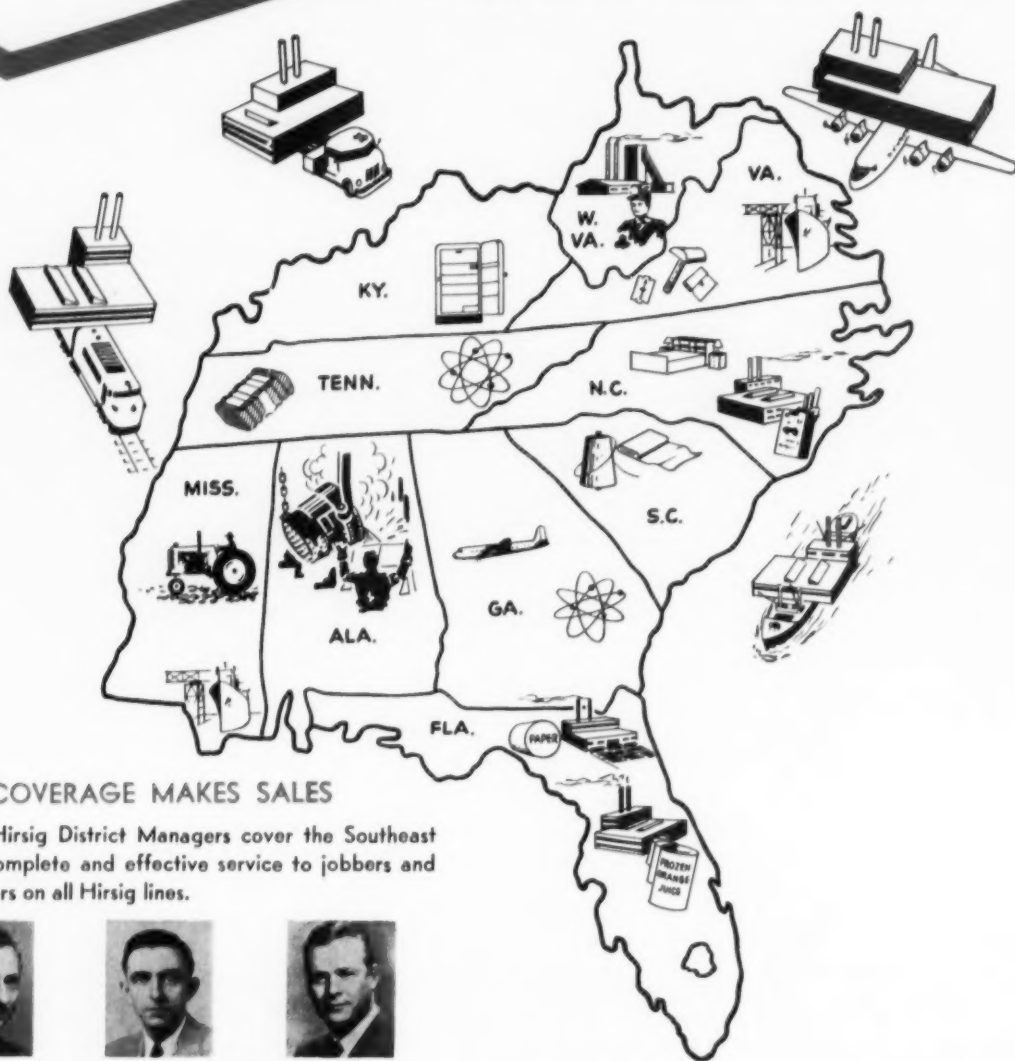
MANUFACTURERS' AGENTS

REPRESENTING OUR ADVERTISERS

<p>A</p> <p>Aaron & Bell—Atlanta, Ga. *</p> <p>Buxbaum Co. *</p> <p>Leslie Corporation *</p> <p>Namsco, Inc. 157</p> <p>P & D Mfg. Co. *</p> <p>Stant Mfg. Co. 164</p> <p>Alan Sales Co.—Birmingham, Ala. *</p> <p>Acme Air Appliance Corp. 100</p> <p>Automotive Engineering Co.—St. Louis, Mo. *</p> <p>Wilkening Mfg. Co. 97</p> <p>Automotive Sales Co., Ft. Worth, Tex. *</p> <p>Arnold Haviland Co. *</p> <p>F & B Mfg. Co. *</p> <p>Lasco Brake Prod. Corp. *</p> <p>Ltd. 29</p> <p>Ayd Co., Dubuque, St. Louis, Mo. *</p> <p>Storm-Vulcan, Inc. 12</p> <p>B</p> <p>Bagbaner, M.—St. Louis, Mo. *</p> <p>Bernard, Co., J. C.—Dallas, Tex. *</p> <p>The New Britain Mach. Co. 26, 27</p> <p>Black, R. S.—Kansas City, Mo. *</p> <p>Master Parts Div. 153</p> <p>Boehm, Phil—Atlanta, Ga. *</p> <p>Cordomatic Div. 113</p> <p>Bowles, Stanley D.—Dallas, Tex. *</p> <p>Huot Mfg. Co. 140</p> <p>Brogan, F. J.—Dallas, Texas *</p> <p>Monkey Grip Sales Co. 142</p> <p>Rebuilders, Inc. 132</p> <p>Brown, Homer—Nashville, Tenn. *</p> <p>Rebuilders, Inc. 132</p> <p>Buergler, H. H.—St. Louis, Mo. *</p> <p>Manley Valve Corp. 78</p> <p>Buettner, C. M.—Kansas City, Mo. *</p> <p>Doan Mfg. Co. 96</p> <p>Monkey Grip Sales Co. 142</p> <p>Burk Co., B. B.—Dallas, Texas *</p> <p>P & D Mfg. Co. *</p> <p>Signal-Stat Corp. 45</p> <p>Butt, Sidney—Charlotte, N. C. *</p> <p>Grand Automotive Prod. 106</p> <p>Midwest General Corp. *</p> <p>C</p> <p>Capiton & McEvoy, Dallas, Tex. *</p> <p>Hein-Werner Corp. 103</p> <p>Carlson, Fred—Fort Worth, Texas *</p> <p>Imperial Brass Mfg. Co. 88</p> <p>Carson, X.—Houston, Texas *</p> <p>Cordomatic Div. 113</p> <p>Heckethorn Mfg. Co. 24</p> <p>Chaney, W. C.—Charlotte, N. C. *</p> <p>Lisle Corp. *</p> <p>Cherry Co., J. McEwen, Nashville, Tenn. *</p> <p>Aro Equip. Corp. 143</p> <p>Champ Items, Inc. *</p> <p>Detroit Surfacing Machine Co. 153</p> <p>Chilton, J. R.—Allensville, Ky. *</p> <p>Clark Co., Henry S.—Atlanta, Ga. *</p> <p>Cody, Dave—Richmond, Va. *</p> <p>Cecil H. Jarrett Co., Inc. 135</p> <p>Connell Co., J. S.—Dallas, Tex. *</p> <p>Detroit Alum. & Brass Corp. 77</p> <p>Manley Valve Corp. 78</p> <p>Copland, Jr., Rudy—Ft. Worth, Tex. *</p> <p>H. B. Egan Mfg. Co. 167</p> <p>Crabtree, E. L.—Dallas, Tex. *</p> <p>Smith's Mufflers 122</p> <p>Craft, E. G.—Kansas City, Mo. *</p> <p>Buxbaum Co. *</p> <p>Namsco, Inc. 157</p> <p>Crawshaw, Paul G.—Dallas, Tex. *</p> <p>Wix Corp. *</p> <p>Cree, H. M.—Dallas, Texas *</p> <p>National Motor Bearings, Inc. 111</p> <p>Breeze Corp. 94</p> <p>Crockett-Jordan Co.—Dallas, Tex. *</p> <p>Cole-Hersee Co. *</p> <p>Kem Mfg. Co. 164</p> <p>Crutcher, Phil S.—Louisville, Ky. *</p> <p>Lisle Corp. *</p> <p>Miro Flex Co. 146</p> <p>D</p> <p>Dameron, H. C.—Kansas City, Mo. *</p> <p>Lasco Brake Products, Corp. 29</p> <p>Davison, George—Marietta, Ga. *</p> <p>Alondra Sales, Inc. 16</p> <p>D & V Mfg. Co. *</p> <p>Heckethorn Mfg. Co. 24</p> <p>Dicello Tony—Louisville, Ky. *</p> <p>Arnold Haviland Co. *</p> <p>Kem Mfg. Co. 164</p> <p>Dickey, Robert O.—Kansas City, Mo. *</p> <p>Andrews Mfg. Co. 120</p> <p>Cecil H. Jarrett Co., Inc. 135</p>	<p>Downey, Herman, J.—Birmingham, Ala. *</p> <p>Arnold Haviland Co. *</p> <p>Dwyer & Associates, Frank—Columbus, Ohio *</p> <p>Supreme Automotive Mfg. Corp. 138</p> <p>E</p> <p>Eakin, Fred—Greenville, S. C. *</p> <p>National Motor Bearings, Inc. 111</p> <p>Ebeling, P. H.—Dallas, Texas *</p> <p>Tung-Sol Elec., Inc. 38</p> <p>Vellumoid Co. 162</p> <p>Ebert, Earl H.—Kansas City, Mo. *</p> <p>Hein Werner Corp. 103</p> <p>Storm-Vulcan, Inc. 12</p> <p>Eckart, Hugh R.—Newton, N. C. *</p> <p>Lasco Brake Products Corp. 29</p> <p>Edwards-Dennis Co.—Kansas City, Mo. *</p> <p>Miro-Flex 146</p> <p>Quaker Supreme Chem. Co. 164</p> <p>Rust Master Chemical Corp. 73</p> <p>Etherton, W. L.—Kansas City, Mo. *</p> <p>Signal-Stat Corp. 45</p> <p>Evans, John F.—Dallas, Tex. *</p> <p>Snugl Wheel Weight Mfg. Co. 165</p> <p>F</p> <p>Field, Edward—Orlando, Fla. *</p> <p>Petroleum Solvents Corp. 166</p> <p>Fowler, Neal V.—Houston, Tex. *</p> <p>K. O. Lee Co. 157</p> <p>G</p> <p>Gayle, C. L.—Shreveport, La. *</p> <p>Snugl Wheel Weight Mfg. Co. 165</p> <p>Gille & Sans, Geo. W.—St. Louis, Mo. *</p> <p>Aro Equip. Corp. 143</p> <p>Giller Sales Co.—Dallas, Texas *</p> <p>Supreme Automotive Mfg. Corp. 138</p> <p>Glover, Charles A.—Fayetteville, N. C. *</p> <p>Stant Mfg. Co., Inc. 164</p> <p>Gordon, W. S., Jr.—Greensboro, N. C. *</p> <p>Signal-Stat Corp. 45</p> <p>Green, Paul B.—Kansas City, Mo. *</p> <p>Son Friction Mat. Co. 123</p> <p>Greenfield Sales Co.—Ft. Worth, Tex. *</p> <p>Bell Co., Inc. *</p> <p>Rich Mfg. Corp. *</p> <p>H</p> <p>Hershey, Maxim—Miami, Fla. *</p> <p>Smith's Mufflers Inc. 122</p> <p>Hirsch & Co., Lawrence M.—Jacksonville, Fla. *</p> <p>American Hammered Div. *</p> <p>Andrews Mfg. Co. 120</p> <p>Banite Co. *</p> <p>Detroit Alum. & Brass Corp. 77</p> <p>Fram Corp. Second Cover</p> <p>Gabriel Co. 127</p> <p>H. B. Egan Mfg. Co. 167</p> <p>Manley Valve Corp. 78</p> <p>Quaker Supreme Chem. Co. 164</p> <p>Rustmaster Chem. Corp. 42</p> <p>Triplex Corp. of America 162</p> <p>Vellumoid Co. 162</p> <p>Hirsch-Frazier Co.—Dallas, Tex. *</p> <p>Airtex Automotive Div. 83</p> <p>Curran Corp. 161</p> <p>Master Parts Div. 153</p> <p>Quaker Supreme Chem. Co. 164</p> <p>Hochler, E. M.—Louisville, Ky. *</p> <p>Airtex Automotive Div. 83</p> <p>Emerol Mfg. Co. 76</p> <p>Gabriel Co. 127</p> <p>Grizzly Mfg. Div. 111</p> <p>National Motor Bearings, Inc. 111</p> <p>Huber & Sons, Jerry—Charlotte, N. C. *</p> <p>Lansom & Sessions Co. 114</p> <p>The New Britain Mach. Co. 26, 27</p> <p>I</p> <p>Imco Mfg. & Sales Co.—Baltimore, Md. *</p> <p>Airtex Automotive Div. 83</p> <p>Gabriel Co. 127</p> <p>Imperial Brass Mfg. Co. 88</p> <p>Isom Dave—Decatur, Ga. *</p> <p>Cordomatic Div. 113</p> <p>J</p> <p>Jackson, S. J.—Hapeville, Ga. *</p> <p>Petroleum Solvents Corp. 166</p> <p>Janeway-Zwiler Co.—Kansas City, Mo. *</p> <p>H. B. Egan Mfg. Co. 167</p>	<p>Jayne, Albert—Dallas, Texas *</p> <p>Kem Tool Mfg. Co. 152</p> <p>Johnson, Dean A.—Dallas, Tex. *</p> <p>Alondra Sales, Inc. 116</p> <p>Jones Co., Stafford—Dallas, Tex. *</p> <p>Petroleum Solvents Corp. 166</p> <p>K</p> <p>Katz, Warren—Atlanta, Ga. *</p> <p>Merritt Muffler Div. *</p> <p>Keen, C. Guy—Meridian, Miss. *</p> <p>Wix Corp. *</p> <p>Keller Co., Fritz—Ft. Worth, Tex. *</p> <p>Champ Items, Inc. *</p> <p>Lincoln Eng. Co. *</p> <p>Lisle Corp. *</p> <p>Kidder, Martin—Miami, Fla. *</p> <p>Kem Mfg. Co. 164</p> <p>Kline B. A.—Oklahoma City, Okla. *</p> <p>Cordomatic Div. 113</p> <p>Hanson, Harvey E. 148</p> <p>Snugl Wheel Weight Mfg. Co. 165</p> <p>L</p> <p>Leahy, E. T.—Kansas City, Mo. *</p> <p>Storm-Vulcan, Inc. 12</p> <p>Lewis, Gene—Marietta, Georgia *</p> <p>Bell Co., Inc. *</p> <p>Lindsay, H. S.—Baltimore, Md. *</p> <p>Kem Mfg. Co. 164</p> <p>Link & Chambers Sales Co.—St. Louis, Mo. *</p> <p>Ken Tool Mfg. Co. 152</p> <p>Longdon, Stan—Greensboro, N. C. *</p> <p>Huot Mfg. Co. 140</p> <p>K-D Mfg. Co. 136</p> <p>Snugl Wheel Weight Mfg. Co. 165</p> <p>Lovelady, J. W.—Ft. Worth, Tex. *</p> <p>K-D Lamp Mfg. Co. 136</p> <p>Lamson & Sessions Co. 114</p> <p>Lynn & Hemphill—Dallas, Tex. *</p> <p>Andrews Mfg. Co. 120</p> <p>Buxbaum Co. *</p> <p>Heckethorn Mfg. Co. 24</p> <p>Kool Kooshion Div. 110</p> <p>Stant Mfg. Co., Inc. 164</p> <p>Lyon, W. L.—El Paso, Texas *</p> <p>K-D Lamp Co. 126</p> <p>Lamson & Sessions Co. 114</p> <p>M</p> <p>Major Jan—Memphis, Tenn. *</p> <p>Bell Co. *</p> <p>Signal-Stat Corp. 45</p> <p>Maupin, F. E.—Dallas, Texas *</p> <p>Fram Corp. Second Cover</p> <p>McClintock Sales Co.—Dallas, Tex. *</p> <p>Acme Air Appliance Corp. 100</p> <p>McDermott & Tighe—Dallas, Tex. *</p> <p>Manley Div. 124</p> <p>McHugh Henry *</p> <p>Stant Mfg. Co., Inc. 164</p> <p>Meadows, J. L.—Ocala, Fla. *</p> <p>K. O. Lee Co. 157</p> <p>Miklie, Louis—Birmingham, Ala. *</p> <p>Minnich & Co.—Atlanta, Ga. *</p> <p>Miro-Flex Co. 146</p> <p>N</p> <p>Neal, Merv—Baltimore, Md. *</p> <p>Supreme Automotive Mfg. Corp. 138</p> <p>Norton, K. W.—Jacksonville, Fla. *</p> <p>Yankee Metal Prod. 3</p> <p>Nowlin, Frank—Nashville, Tenn. *</p> <p>Cole-Hersee Co. *</p> <p>O</p> <p>Ottmer-Servier—Houston, Texas *</p> <p>Lempeo Prod., Inc. *</p> <p>P</p> <p>Parker, Guy M.—Jackson, Miss. *</p> <p>F & B Mfg. Co. 157</p> <p>K. O. Lee Co. *</p> <p>Perkins, Gordon—Nephtune Beach, Fla. *</p> <p>Rebuilders, Inc. 132</p> <p>Poag, John R.—Charlotte, N. C. *</p> <p>Wix Corp. *</p> <p>Poindexter, C. M.—Louisville, Ky. *</p> <p>Snugl Wheel Weight Mfg. Co. 165</p> <p>Powell, Joe L.—Doraville, Ga. *</p> <p>Cole-Hersee Co. *</p> <p>Poynter, L. A.—Lebanon, Mo. *</p> <p>K. O. Lee Co. 157</p> <p>R</p> <p>Ritter, Reed—Orange, Texas *</p> <p>K. O. Lee Co. 157</p> <p>Roberts, Geo.—Atlanta, Ga. *</p> <p>Cecil H. Jarrett Co. 135</p> <p>Robison, S. C.—Richmond, Va. *</p> <p>Rogers, H. M. (Buck)—Jacksonville, Fla. *</p> <p>Huot Mfg. Co. 140</p> <p>Snugl Wheel Weight Mfg. Co. 165</p>	<p>Rose, Troy—Dallas, Texas *</p> <p>K-D Lamp Co. 126</p> <p>Rowan, R. W.—Atlanta, Ga. *</p> <p>Signal-Stat Corp. 45</p> <p>Roy & Heffner Co.—Atlanta, Ga. *</p> <p>Russell, H. E.—Iola, Kansas *</p> <p>Yankee Metal Prod. 3</p> <p>Russell, W. F.—Dallas, Texas *</p> <p>Namsco, Inc. 157</p> <p>S</p> <p>Saunders, Paul—Bowling Green, Ky. *</p> <p>Cordomatic Div. 113</p> <p>Shields Co., Herman A.—Meridian, Miss. *</p> <p>Rebuilders, Inc. 132</p> <p>Rich Mfg. Co. *</p> <p>Shipp-Payne—Dallas, Tex. *</p> <p>Doan Mfg. Co. 96</p> <p>Rustmaster Chem. Corp. 73</p> <p>Yankee Metal Prod. 3</p> <p>Smith, Muri E.—Wilmington, Del. *</p> <p>Kem Mfg. Co. 164</p> <p>Smith, Ray M.—Atlanta, Ga. *</p> <p>Weidenhoff Inc., Joseph 119</p> <p>Southern Sales Agency—Durham, N. C. *</p> <p>Tung-Sol Elec., Inc. 38</p> <p>Southern Sales Co.—Jackson, Miss. *</p> <p>Cole-Hersee Co. *</p> <p>Cordomatic Div. 113</p> <p>Huot Mfg. Co. 140</p> <p>Sparks, Charles L.—Kansas City, Mo. *</p> <p>Aro Equipment Corp. 143</p> <p>Sterling & Co., David—Dallas, Tex. *</p> <p>Vulcan Mfg. Co., Inc. 10</p> <p>Stroud & Walden—Charlotte, N. C. *</p> <p>Buxbaum Co. *</p> <p>K-D Lamp Co. 126</p> <p>Stryon & Associates, Atl.—Atlanta, Ga. *</p> <p>F & B Mfg. Co. *</p> <p>Lasco Brake Products Corp. 29</p> <p>Suggs, J. M.—Memphis, Tenn. *</p> <p>K-D Lamp Co. 126</p> <p>Swanman, M. H.—Kansas City, Mo. *</p> <p>K-D Mfg. Co. 136</p> <p>Lisle Corp. *</p> <p>Wix Corp. *</p> <p>T</p> <p>Tapp, James F.—Kansas City, Mo. *</p> <p>P & D Mfg. Co. *</p> <p>Tate, J. R.—Nashville, Tenn. *</p> <p>Cecil H. Jarrett Co., Inc. 135</p> <p>Taylor Bros.—Richmond, Va. *</p> <p>Hein-Werner Corp. 103</p> <p>Tuttle Co., L. D.—Dallas, Texas *</p> <p>Midwest Corp. *</p> <p>Storm-Vulcan, Inc. 12</p> <p>V</p> <p>Vaughn & Co.—Houston, Texas *</p> <p>Son Friction Materials Co. 123</p> <p>Vogel-Swygard Assoc.—Dallas, Tex. *</p> <p>Aro Equip. Corp. 143</p> <p>D & M Prod. 158</p> <p>W</p> <p>Wadsworth, F. L.—Dallas, Tex. *</p> <p>Eis Automotive Corp. *</p> <p>Walker, A. J.—Kansas City, Mo. *</p> <p>Farm Corp. Second Cover</p> <p>Wallace, Stanley K.—Lutz, Fla. *</p> <p>Cole-Hersee Co. *</p> <p>Ways, A. A.—Dallas, Texas *</p> <p>Miller Mfg. Co. *</p> <p>Whelan Co., H. H.—Dallas, Tex. *</p> <p>Emerol Mfg. Co. 76</p> <p>Gabriel Co. 127</p> <p>Wilkinson-Wilcox Co.—Kansas City, Mo. *</p> <p>Stant Mfg. Co. 164</p> <p>Williams, Frank H.—Covington, Ga. *</p> <p>Acme Air Appliance Corp. 100</p> <p>Monkey Grip Sales Co. 142</p> <p>Williams, N. A.—Atlanta, Ga. *</p> <p>Breeze Corp. 94</p> <p>Go-Jer Co. 154</p> <p>K-D Mfg. Co. 136</p> <p>Ken Tool Mfg. Co. 152</p> <p>Lansom & Sessions Co. 114</p> <p>Wilmer, William—Charlotte, N. C. *</p> <p>Bell Co. *</p> <p>Wixson, Ron H.—Dallas, Tex. *</p> <p>K-D Mfg. Co. 136</p> <p>Y</p> <p>Yaras Max *</p> <p>Supreme Automotive Mfg. Corp. 138</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



THE HIRSIG ORGANIZATION SALUTES THE INDUSTRIAL SOUTHEAST



COVERAGE MAKES SALES

Seventeen Hirsig District Managers cover the Southeast rendering complete and effective service to jobbers and manufacturers on all Hirsig lines.



Bruce T. Brantley



B. W. (Larry) Hirsig



Fred H. Butts

The Hirsig organization covering all of the ten Southeastern states is directed from headquarters in Jacksonville by these men to assure planned co-ordinated sales effort.

LAWRENCE M. HIRSIG & COMPANY • American Nat. Bank Bldg., Jacksonville 7, Fla.



the Ramco Jobber Displaying this Sign is A GOOD MAN TO KNOW!

*Why not get acquainted by phoning him for a
FREE COPY OF THE INSIDE FACTS BOOKLET?*

The Jobber displaying this sign is recommending THE RAMCO RING LINE for your every job . . . from the oldest to the newest of the new family of engines. Reasons? Plenty of them! And a lot of the most important are printed in the INSIDE FACTS BOOKLET . . . a complimentary copy of which your Jobber will be glad to give free of all cost or obligation. Or you may write Ramsey Corporation, St. Louis 8, Missouri.



*From the Jobber
Displaying This Sign
Get the SETS
that deliver
FINEST GET UP
AND GO!*

Here's what you get:

- Finest Immediate SEAT IN
- Finest Complete HIGH VACUUM OIL CONTROL
- Finest Immediate OIL CONTROL

*Finest because you get
all this without excessive
pressures, but with longer
life built right into
every ring!*

*Get 32 pages of details in
your free INSIDE
FACTS BOOKLET . . .
see the RAMCO
Jobber with this window
display today.*

RAMCO

©-1199 Copyright 1956, Ramsey Corporation

PISTON RINGS

for FINEST Get UP and GO!